Christmas, 1943

UEF news

To every member of the U E F family, on the home and far-flung fighting fronts, I extend sincere greetings.

In these days of strife, may the true Spirit of Christmas inspire us to go forward with courage and confidence. The message of Peace on Earth proclaimed nearly two thousand years ago is the cherished hope of the world today.

May 1944 bring us Victory, Peace and Happiness.

Philip D. Wagoner

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Portrait of
PHILIP DAKIN WAGONER
President
Underwood Elliott Fisher Company

By JOHAN W. DER. QUISTGAARD
The painting hangs in the Board Room
at the Company's Executive Offices
One Park Avenue
New York

THE TWENTY-FIFTH *Anniversary*

OF PRESIDENT WAGONER

PHILIP D. WAGONER, our President and General Manager, was elected July 31, 1918, twenty-five years ago, to the Presidency of Elliott-Fisher Company, predecessor of Underwood Elliott Fisher Company.

At a meeting of our Board of Directors August 12, 1943, the Chairman, Mr. Reeve Schley, paid eloquent tribute to the management and outstanding achievements of President Wagoner and the minutes of the meeting noted his enviable record and the approval and appreciation of the Directors.

In that simple but impressive ceremony was recognized a quarter century in the brilliant career of business and industrial achievement of the man under whose able leadership we confidently look for the continued progress of our Company and greater things to come.

If it is true that as Emerson said: "An institution is the lengthened shadow of one man," then the Underwood Elliott Fisher Company truly reflects the impressive image of Philip D. Wagoner.

The policy of development and progress which President Wagoner inaugurated—his clear vision and sound judgment; his courage and perseverance, and the faith and confidence engendered throughout his entire organization by the example of his leadership; his sincerity of purpose; single-minded devotion to the Company, and his fidelity to duty—has made Underwood Elliott Fisher a world-wide leader in the manufacture of typewriters, accounting machines, adding machines and supplies that *speed the world's business.*

THE RECORD

In 1918 Mr. Wagoner was elected President and General Manager of Elliott-Fisher Company, manufacturer of flat platen accounting and writing machines at Harrisburg, Pennsylvania. This marked the beginning of his association with the office appliance industry.

In December, 1926, Elliott-Fisher Company acquired the Sundstrand Corporation of Rockford, Illinois. This added the widely known ten-key Sundstrand adding, figuring and bookkeeping machines and cash registers to the Elliott-Fisher line.

In 1927, Elliott-Fisher Company and its subsidiaries were amalgamated with the Underwood Typewriter Company, world's largest manufacturer of typewriters with plants at Hartford and Bridgeport, Conn.

Thus the Underwood Elliott Fisher Company came into being and Mr. Wagoner was elected to his present position as President and General Manager.

Other acquisitions followed. These included the Underwood Computing Machine Company of Hartford, Connecticut, manufacturing Underwood bookkeeping machines; and, in 1929, the Neidich Process Company, makers of ribbons and carbon papers and other supplies at Burlington, New Jersey, now a division of Underwood Elliott Fisher Company.

Thus, Mr. Wagoner's concept of a great industrial achievement materialized in these few short years, after the stabilization of Elliott-Fisher Company had been effected under his management. It is an inspiring and convincing demonstration of the power of his simple four-word motto "IT CAN BE DONE."

TODAY

President Wagoner is confronted today with special war time problems arising out of World War II, just as twenty-five years ago he was called upon to face and solve problems of his Company during World War I. Underwood Elliott Fisher Company is now devoted 100% to war work, and an interesting fact is that history is repeating itself.

When elected President of Elliott-Fisher Company, Mr. Wagoner, as President of the General Vehicle Company, an important subsidiary of the General Electric Company, had just completed large war contracts for the manufacture of Gnome Airplane engines and other munitions requiring the utmost accuracy and precision.

That highly specialized training of twenty-five years ago is now of the utmost importance to our Company. The knowledge, ability and technical skill acquired through Mr. Wagoner's earlier experience have been invaluable factors in enabling Underwood Elliott Fisher—normally engaged in the production of business machines and supplies—to enlist in the service of the Government and quickly convert its plants and facilities to the manufacture and mass production of U. S. Carbines, Caliber .30, M-1; Rate of Climb Indicators, as well as many other munitions of war to help speed the day of Victory.

TOMORROW

Although our Company is concentrating for the duration on turning out carbines, airplane instruments, gun parts, ammunition components, fuses, primers, and numerous other items, President Wagoner has stressed the point that we are not losing sight of the fact that when Victory is achieved, we shall resume the normal manufacture and sale of our complete and improved line of typewriters, accounting machines, adding machines and supplies. Accordingly, much is being done in the way of post-war preparation and future planning, looking forward to the time when we can again renew our peacetime activities of producing our regular Underwood Elliott Fisher products that "Speed the World's Business."

Under the guidance and leadership of Philip D. Wagoner, who—for the past twenty-five years—has so successfully charted our Company's course through calm and stormy seas, and as the first faint glimmerings of the dawn of peace show up on the horizon, we sail ever onward toward our envisioned port—a future greater Underwood Elliott Fisher than we have ever known!

FUTURE PLANNING

by L. C. STOWELL, Executive Vice President

THE manufacturing facilities of Underwood Elliott Fisher are enlisted in the war production of U. S. Carbines, Caliber .30, M-1, airplane instruments, gun parts, ammunition components, fuses, primers and other miscellaneous ordnance items. We fully realize the responsibility of this wartime task and we are doing our utmost to turn out record-breaking quantities of these essential materials needed to help win the war.

There can be no complete victory unless business, industry and commerce plan now to solve some of the problems that we will face when victory is ours. Hardly had the first directive of the War Production Board limiting the office equipment business been issued early in 1942 when our executives began to think seriously of our company's future.

However long the war might last, we must be prepared; and discussions were held concerning the future as frequently as it was possible. Our executives first planned to have a small Post War Planning Committee devoting its full time to our plans for the future. That seemed impractical because such a committee would take men of long experience in the business, and there was urgent need of utilizing much of the time of all such men.

LEHN IS COMMITTEE CHAIRMAN

A Future Planning Committee was selected with great care. It consists of a group of men representing in total practically every major element of the business, with F. D. Lehn, International Division Director, as Chairman. This committee was appointed and directed to regularly devote time to future planning.

The first meeting of this committee was held November 18, 1942, and there has been an active crystallization of ideas in many different directions since that time. Recognizing that all recommendations in regard to our future planning must be approved by the Executive Offices of the Company, they, too, have been giving much thought to this subject in conjunction with the Future Planning Committee.

The program of the committee covering the immediate future involves finding reasonable and practical answers to questions such as:

1. What are we going to sell when the war is over?
2. Training methods, both for sales and service.
3. How is our sales organization going to be expanded?
4. What should our advertising program embrace?
5. What can be done now to insure a resurrection of healthy export trade after the war?

Recommendations with reference to the kind of products we will manufacture and service after the war, the kind of sales organization we will require to most effectively distribute these products are but a part of the problems facing the members of our Future Planning Committee and its representatives from all of our manufacturing plants, the research laboratory, the Comptroller's, Treasurer's, Service Department and the General Sales Department.

PLANNING FOR PROGRESS

Although the facilities of our laboratory at Hartford have been ideally fitted to assist in certain types of war efforts and the laboratory has contributed substantially in that direction, we have at the same time never lost sight of the important developments there which will play a vital part in our future progress. Many important items had been completed and important items of development work have been continued without interruption. In fact, we can all count on a plentiful development of ideas to keep our product well in the forefront. As soon as practicable, we shall restore the Laboratory to the full strength of pre-war invention and engineering.

Another project of vital importance is the restoration of our Hartford Works to the manufacture of complete new typewriters. Such planning must not interfere with carbines and other war materials manufactured, of course, but plans can and are being made in that direction, and we can all have a feeling of confidence that we shall be back in the typewriter business promptly and effectively when the time comes. In the meantime, of course, we are continuing the manufacture of typewriter repair parts.

ADVERTISING . . . TODAY AND TOMORROW!

We are fortunately still manufacturing accounting and adding machines, even though both are on a curtailed basis, and our supply business is only limited by the ability of our representatives to cover the territory thoroughly and get in the orders.

Your Company is advertising continuously to attract widespread and favorable attention, and by doing so, we are keeping our name and present ability to serve in front of the public. Our Future Planning Committee is studying this phase of our activity with an eye to the future.

Converting a big business substantially to war work is in itself a major operation, as you can well understand. Add to that the fact that much of the war product which we have been called upon to make has never been made before; and you will have full realization that we have been busy. Suffice it to say that our Manufacturing Division and all other departments and personnel of Underwood Elliott Fisher Company which could play a part in making war goods during this extraordinary period, have risen magnificently to the task. And, we have built a large munitions business in an astonishingly short time when the stress and strain and hurry of a great war all about us is taken into consideration.

Despite the great demands on the time of such a large portion of our business, we have never for a moment lost sight of the fact that although our obligations in the fighting of this war come first, the ultimate future of our Company and every one in it is inseparably tied to the future of our regular business — the manufacture, sale and servicing of typewriters, adding machines, accounting machines and supplies.

PREPARING FOR PEACETIME

I am sure that from this outline, you can appreciate the serious thought and planning that are being given to the future of our Company and the problems inherent in converting to peacetime production and preparing for high level employment

(Please turn to page 4)

NEW YORK MEETING . . . P. D. Wagoner, President; L. C. Stowell, Executive Vice President; E. A. Trefzger, Vice President; L. E. Lentz, Vice President; E. R. Baines, Comptroller; C. S. Duncan, Secretary and Treasurer; W. F. Arnold, General Sales Manager; F. D. Lehn, Director-International Division; R. B. Gentes, Assistant Secretary; G. H. Crossan, General Service Manager; M. A. Seely, Assistant General Sales Manager; J. D. Donovan, Sales Manager, Typewriter Division; C. Jungbluth, Sales Manager, Adding Machine Division; W. J. Wendt, Sales Manager, Supply Division; A. Jensen, Sales Manager, Accounting Machine Division; C. H. W. Ruprecht, Manager, Publicity Division; O. Zaun, Special Typewriter Representative; L. T. Osmon, Special Sales Representative; W. G. Turquand, General Sales Department; G. A. Werner, Asst. Secretary and Asst. Treasurer; H. L. Junge, Assistant Comptroller; G. W. Spahr, Manager, Engineering Department; J. W. Roberts, Pittsburgh; Blaine Rawdon, New York District Manager; J. V. Brownell, National District Manager; J. S. Spangler, Albany; C. H. Prentice, Boston; J. A. Smith, Rochester; C. L. Minton, Hartford; A. N. Kitchen, Portland; J. N. Tyndall, Providence; G. H. Lavis, Syracuse; I. C. Knowles, Richmond; F. A. Greis, New York City; A. L. Dunn, Brooklyn, E. Kendall, Newark; G. Whitaker, Newburgh; H. S. Lasher, White Plains; C. M. Lucas, Baltimore; G. Bayles, Harrisburg; J. A. McComas, Philadelphia; H. Fehr, Charlotte; L. Y. Hagan, Memphis; E. L. Monson, Hartford; W. T. Sagner, Hartford; W. Anderson, Bridgeport; O. J. Sundstrand, Hartford; W. A. Dobson, Hartford; W. H. von Hacht, Hartford; J. A. B. Smith, New York; M. C. Barber, Burlington, E. W. Curtis, Jr., Burlington; A. H. Sharp, Hartford; W. H. Shepler, New York; George Bender, New York; A. G. Kupetz, New York; W. I. Carlson, New York; H. A. Brightbill, New York; J. E. Hess, New York.

CHICAGO MEETING . . . F. D. Lehn, New York; W. F. Arnold, New York; J. D. Donovan, New York; G. W. Spahr, New York; J. L. Videau, New Orleans; P. E. Cockrill, Indianapolis; E. A. Bode, Green Bay; C. H. Bolton, Detroit; E. A. ..orman, Toledo; O H. Cook, Houston; K. E. Sechler, Youngstown; H. A. Franke, Milwaukee; F. L. Basserman, Cleveland; F. M. Anglim, Minneapolis; G. H. Ward, Kansas City; J. E. Neahr, Jacksonville; F. A. Lyon, Atlanta; A. J. McNellan, Akron; E. W. Swain, St. Louis; R. W. Holmes, Davenport; A. L. Abrams, Des Woines; W. A. Meadows, Nashville; H. Francis, Jr., Louisville; J. M. Jackson, Columbus; E. W. LaTourette, Chicago; W. C. Welch, Oklahoma City; D. A. Sparks, Memphis; G. L. Frymire, Dallas; L. S. Webster, Pittsburgh; A. E. Zugelter, Cincinnati; D. E. Conklin, Kansas City; W. H. Blaney, Birmingham; L. Y. Hagan, Memphis; J. W. Roberts, Pittsburgh.

SAN FRANCISCO MEETING . . . F. D. Lehn, New York; W. F. Arnold, New York; J. D. Donovan, New York; G. W. Spahr, Hartford; W. M. Coffman, San Francisco; J. A. Johnson, Los Angeles; R. C. LaTorres, Seattle; F. W. Otto, Salt Lake City; M. M. Shaver, Denver; W. J. Sherry, El Paso; F. G. Fink, San Francisco; H. K. Ehrsam, Portland, Ore.; W. Crist, Butte; N. P. Coleman, Spokane; J. B. Rodgers, Sacramento; E. C. Barnard, San Diego; P R. Zimmerman, Phoenix.

FUTURE PLANNING

(*Continued from page* 2)

and for greater sales with the advent of victory.

Since no future planning program would be complete without the cooperation of all field representatives, it was decided to conduct a series of three Future Planning Conferences in order to impress upon our District and Branch Managers how important it is to plan right now in this effort so vitally necessary for the welfare of our Country as well as our Company. Accordingly, meetings were held in New York City, Chicago, and San Francisco.

Among the subjects reviewed and discussed were those dealing with sales policies covering salesmen; sales training; allocating territories for salesmen; sales agents; advertising and sales promotion; price policies; and commission policies. Because the success of all salesmen is proportionate to the good will of our customers and the benefits they receive from our products, there was a full discussion covering the improvement of the products of every sales division. Suggestions for improving the Service organization were discussed, as well as current problems and policies, including Branch routine and accounting.

GOOD WILL . . . NOW

It is our opinion that these meetings, and subsequent ones to be held when necessary, will be of great value to us after the fighting stops. In the meantime, the more solidly you stand with the leading companies in your territory, the greater the assurance of your future success. Good will can be made to grow enormously during this period when any service you can render will be doubly appreciated. Practically every company is short of office personnel and office machinery. The more calls you make daily, the more helpful suggestions you offer, the more seeds to future success you will sow and at the same time you will develop a growing amount of present sales.

While you are cooperating in this vital element of our future planning, we are endeavoring to have solutions worked out for the problems we foresee, and all arrangements made to go ahead without unnecessary delay when the feasible time comes. These things we are now doing to the best of our ability within the limits placed on us by our war production. And, when the war ends and victory is established, Underwood Elliott Fisher is going to resume its rightful place as the foremost manufacturer of typewriters, accounting machines, adding machines and supplies. There are many indications of a great deal of work for every one of us—including our 1790 men and women in the service—in producing our products that are going to be needed so urgently to help speed the world's business.

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The Present

with a

FUTURE!

Give War Bonds

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Typewriter Division Preferential Delivery Plan

IN September, W. F. Arnold, General Sales Manager, asked all District and Branch Managers to provide him with an estimate of typewriters required in their territories in the immediate postwar period. This request was made due to the fact that during the past several months the Company had received a number of requests from users to accept purchase orders now for delivery after the war.

The reason for this is obvious, according to J. D. Donovan, Sales Manager, Typewriter Division, because many companies are doing their own future planning and are making attempts to secure the earliest possible delivery of typewriters when they are again available. Various industries recently have released estimates of sales volume for the first few years after the end of the war, and usually these figures are larger than in prewar years.

The Company came to the decision that accepting purchase orders now would not be a solution to our customer's problems for very few of them are in a position where they can definitely commit themselves to the purchase of equipment at an indefinite future date. There was a general feeling that a reservation list would be more practical and would appeal to many more people. To carry out this plan, a letter from Mr. Arnold was sent to all of our users with whom we have annual purchase agreements, to our customers who sent typewriters to war, and to those who have Underwood service maintenance agreements.

The letter outlining the Company's Preferential Delivery Plan explained that in a survey of several hundred large corporations made recently, new typewriters ranked first among the items of office equipment to be purchased after the war. We asked our customers to estimate their requirements and how soon they expected delivery when typewriters are again available to the general public.

This information will provide us with a yardstick of the future demand for Underwood typewriters—thus enabling us to plan more accurately the number of jobs we can provide, to plan for the quantities of materials we must buy, and for the machines, tools and factory facilities we will require.

The Preferential Delivery Plan was greeted with immediate and spontaneous enthusiasm by our customers. In every case where a Preferential Delivery request is returned, a personal visit or a telephone call is made by the Branch Manager, Typewriter Salesman or Sales Agent. Our users are impressed by our interest and appreciate the fact that there is no obligation involved in making the reservation. They realize that they are helping themselves in their future planning activities as well as helping us to determine the new equipment that will be needed after the war. Until that time, our Number One Job is the production of U. S. Carbines, Caliber .30, M-1, airplane instruments, gun parts, amunition components and many miscellaneous war items.

OSMON IS RECALLED

L. T. Osmon, former Branch Manager at Charlotte, has been recalled to New York by W. F. Arnold, General Sales Manager. In keeping with the aims of our Future Planning program, Mr. Osmon is studying the possibilities of future sales educational training activities.

TURQUAND RETURNS

IN September, W. F. Arnold, General Sales Manager, announced the return of W. G. Turquand to the Home Office to resume duties in the General Sales Department.

Nearly two years ago, Mr. Turquand was loaned to the OPA in Washington and later was transferred to the War Production Board to head the Government Typewriter Procurement Program of used machines. This buying program was brought to a successful conclusion on September 30, 1943, which made it possible for the Company to recall Mr. Turquand to the Home Office.

W. G. Turquand

In commenting on Mr. Turquand's return to the Home Office, General Sales Manager Arnold stated, "Because of the intimate knowledge Mr. Turquand has secured of OPA regulations as well as WPB activities, he will be available to the Underwood Portable Dealer Organization to assist them in any way he can with their present problems, in whatever capacity he is able within the limit of Government regulations."

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AND BUY MORE BONDS — to hasten the day when Christmas will again be Christmas, with families reunited — and Peace on Earth becomes a *fact* as well as a *prayer*.

Back to School

FIRST CLASS AT NEW YORK, SEPTEMBER 13 TO SEPTEMBER 25, 1943. *Left to right*: Edward I. Tafel, Chicago; Joe B. Rodgers, Sacramento; Herbert D. Brown, Cincinnati; John W. Clader, Allentown; Francis W. Springer, New York; George W. Fryer, Utica; Harris L. Barnhardt, Atlanta; Warren M. Sherman, Kansas City; Eugene N. Auger, Boston; and Hugh J. Method, St. Louis.

SECOND CLASS AT NEW YORK, SEPTEMBER 27 TO OCTOBER 9, 1943. *Left to right*: Frank C. Hall, San Antonio; Peter A. Roth, Buffalo; Royal Q. Wilson, New York; A. William Beecher, New York; William J. Modrack, Detroit; Herb H. Taylor, San Francisco; Oscar W. Gardner, Chicago; Alfred Jensen, New York; Fred A. Greis, Guest Pianist, New York; Merton W. Thayer, New York; George J. Husk, Pittsburgh; Edward P. Baldwin, Los Angeles; Francis N. Row, St. Paul; Franklin De la Montaigne, Washington, D. C., Kenneth C. Atwater, New York.

THIRD CLASS AT NEW YORK, OCTOBER 11 TO OCTOBER 23, 1943. *Left to right*: Louis B. Allen, New York; Joseph G. Fell, Newark; George H. Werner, New York; William H. Sutton, Brooklyn; E. Clifton Mawley, New York; Raymond M. McCleary, Newark; Ernest H. Widmayer, Brooklyn; Albert L. Dunn, Brooklyn; Arthur William Johnson, New York.

FOURTH CLASS AT NEW YORK, OCTOBER 25 TO NOVEMBER 6, 1943. *Left to right*: Aaron Arnold Keil, Seattle; Moody F. Jewell, Portland, Me.; James Francis Creagh, Bridgeport (Hartford); Max Marryat Shaver, Denver; Roy S. Albert, Detroit; John Joseph Fox, Chicago; Robert J. Heim, New Orleans; Richard Tracy Hess, Richmond; Joseph Francis Quinn, Providence; Lee Joseph Quinn, Memphis; Charles Fish, Cleveland.

Sundstrand Accounting Machine Post-Graduate School at New York

Forty Men from All Districts Trained to Meet The Challenge of Post-War Opportunities

NO Future Planning Program would be complete without a definite plan of Sales Training.

In the Accounting Machine Division, as a preliminary step in preparation for the challenges of post-war opportunities as well as problems now current, Sales Manager Alfred Jensen recently inaugurated a Post-Graduate School at New York for Accounting Machines. Four classes were conducted from September 13 to November 6, each extending over a period of two weeks.

The immediate objective was to give advanced training to forty experienced men, in groups of ten, carefully selected from different key areas in the United States, so that all districts would have the advantage of representatives capable of developing better machine solutions to the accounting problems of many more prospects, not only at present, but also in the future. Another objective was to better equip a number of our key men for the important work of training other salesmen in the field.

To assist in the accomplishment of this latter objective, the course was especially organized to permit each attendant to use the same program in his local training activities. Instructions were given to take notes on all classroom subjects, to record the daily study assignments, to copy all of the application problems, and to retain the ideal solutions to each problem for future reference purposes. Most of the work did not require the use of a machine. Therefore, it is possible for the attendants to give this course to others in the field, regardless of whether or not stock machines are locally available.

Because each class lasted only two weeks, it was necessary to include three fundamental steps in the program, so that each student would be assured maximum benefit from his attendance. The first step involved a series of advance study items which the student had to completely master before reporting to the school. He was given an advance notice of approximately one month in which to complete this preparatory study. The second step involved the daily classroom sessions at the school, at which there was a minimum of lecture work, with the major part of the time devoted to working out machine solutions to practical application problems. The third step involved daily evening study assignments in preparation for the next day's classroom work. These evening assignments were handled by the students; primarily by means of round-table conferences at which, through an exchange of viewpoints concerning the subjects under discussion, they gained considerable additional knowledge.

The classroom sessions were conducted each day from 9:00 A.M. to 5:00 P.M., except on Saturdays, when school closed at noon. No study assignments were given for the Saturday and Sunday week-end.

For the convenience of the students and in order to conserve time, a group luncheon was arranged each day. The out-of-town men were lodged at the Pennsylvania Hotel, two in a room, so that each would have a mutually sympathetic partner to work with in solving the problems assigned for evening study.

When the students reported at the Company's special school quarters, provided on the tenth floor at One Park Avenue, they were greeted by Mr. Jensen who outlined the objectives of the school, the obligations of each man, the routines to be followed, the personal benefits to be gained, and the opportunities in our Future Planning Program for deserving men of ability. He then turned the class over to their instructor, Mr. K. C. Atwater, who, after some brief introductory remarks, opened the classroom sessions by immediately assigning some problems to test the status of each attendant's knowledge of our Class D Sundstrand Machines. No time was lost in getting underway and from then on it was practically all work and no play.

As each class progressed, it was interesting to note how the enthusiasm mounted with the passing of each day, notwithstanding the fact that the work program was intensive. Each man worked diligently and did his utmost to acquire as much knowledge as possible. The interest, the cooperation and the esprit de corps which prevailed were heartening tributes to the effectiveness of the arduous teaching work done by Instructor Atwater.

During their stay at New York, each class was given "a conducted tour of One Park Avenue", visiting the Executive Offices, the General Sales Department, Comptroller's Department, Treasurer's Department, General Service Department, the New York District and Branch Offices, the New York Branch Service Department and Operator's School. This tour made possible, through personal observations, a realization of the scope and extensiveness of the operations at New York.

On the last Friday of each class, an informal get-together dinner was arranged for each group. It was the end of a tough grind, the final evening at New York for the out-of-towners, many of whom had never met before their attendance at the school. Good will and good fellowship reigned supreme. The friendships created will never be forgotten. Many pledges of mutual cooperation were made and all expressed the hope that our Future Plans will include frequent opportunities for similar educational meetings.

Sales Manager Jensen is frankly enthusiastic about the value of central training for accounting machine salesmen. He states, "We now have forty men in the field, with a better understanding and appreciation of the present and future application opportunities for our Class D Sundstrand Machines, and who are better equipped to develop and submit application solutions which are practical from a machine operating standpoint." He further states, "I firmly believe that we will enjoy an increased sales volume as a direct result of these schools, and this conviction is fortified by the fact that a number of the students have already submitted sales orders which bear direct evidence of the detailed knowledge which they acquired at the Post-Graduate School."

Many of the students have registered their reactions to the benefits derived from the advance training received at New York. Some of the comments are quoted. We regret that lack of space does not permit us to include a larger selection, but the following excerpts are typical of the appreciation and enthusiasm expressed by all.

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We have secured, against competition, two orders for Composite Payroll Machines since I returned from New York. In both cases, the use of the Credit Balance feature in the Earnings and Tax Ledger was an important factor in getting the business.

I have held meetings with our salesmen and have discussed some of the ideas received in New York, including the Composite Statistical Machine, and assure you that they also are very enthusiastic about the outstanding possibilities of our equipment, which definitely should be reflected in future Sundstrand Accounting Machine sales.

E. N. Auger
Boston

★

The Sundstrand Post Graduate Course certainly was worth while and I believe that serious consideration should be given to the continuation of these schools on a permanent basis. With the marvelous machine that we have, tremendous results could be obtained but this can be accomplished only with a thorough understanding of the equipment, both in function and in the application of its advantages. Everyone left the school with a much better understanding of the machine and this will be reflected in more sales, I am sure.

George W. Fryer
Utica (Syracuse)

★

We are already at work on several deals for Class D machines, and the members of our organization are really looking for applications which they were not in a position to appreciate before attending these classes. Through the medium of meetings and personal assistance, all of our men will have their knowledge rounded out and the remarkable possibilities of the Class D line will be kept ever before them. It is already quite obvious that the knowledge and enthusiasm which our men brought back from these classes is going to have a tremendous effect on future Sundstrand Accounting Machine sales.

F. W. Springer
New York

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It gives me pleasure to tell you that I personally benefited a great deal from the two weeks' Sundstrand Post-Graduate Course which I attended at the New York headquarters. I have gained an insight into the capabilities of the machine and have seen possibilities for its use beyond any previous knowledge.

The knowledge that we have gained of the Sundstrand Class D machine should result in increased sales throughout our territory. This knowledge should enable us to see applications for the machine which have either been passed up heretofore, or not seen at all.

A. L. Dunn
Brooklyn

I have never attended a school, or sales meeting, where I had the opportunity to gain so much knowledge of a particular machine in our line, as I did in the two weeks spent in New York. This knowledge has placed me in a position to discuss, with confidence, a prospect's individual requirements, as applied to the Class D Machine, so that the final application will utilize all of the many outstanding advantages of this machine.

Speaking for the class as a whole, and myself in particular, I believe that the sincere interest displayed by all of the students attending, will reflect a material increase in the sale of Sundstrand Class "D" Machines.

J. W. Clader
Allentown (Phila.)

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Mr. Atwater's patience and thorough analysis of each of the subjects discussed gave me a knowledge of application possibilities which would otherwise take years to acquire.

F. de la Montaigne
Washington, D. C.

★

Meetings such as Mr. Atwater conducted gave us an insight into the sales possibilities for the Sundstrand Class D. One advantage I personally gained by attending this course is the realization of the fact I have been overlooking many fields in which to apply the machines.

H. D. Brown
Cincinnati

★

From this training, I have a better understanding of the mechanical operation of the Class D, which definitely controls a good or a bad set-up, This phase of the training will be used in my future plans and control plate set-ups.

I believe that this training and better understanding of the machine will contribute largely to increasing future Sundstrand Accounting Machines sales.

George J. Husk
Pittsburgh

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From the training I received I believe I can definitely determine whether or not the application at hand is mechanically practical on the Class D and how to go about making the machine perform the job efficiently.

The mechanical knowledge gained will result in more efficient machine specification layouts; viz., the minimum number of cycles for the machine to produce the results desired — good for both the customer and the machine.

W. J. Modrack
Detroit

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The education acquired at the school will be most valuable to me in selling Class D Sundstrand Accounting Machines and in training others to do so. Since the Sacramento area is not an industrial one, we must, to a great extent, develop our sales in the offices of the State Government. I am sure that the advantages gained from the school will enable us to better compete for this business in the future. I am glad to have had the training and expect to use the knowledge effectively, so that future sales will warrant the project.

J. B. Rodgers
Sacramento

Personally, I have gained what I call operating mechanics of the machine that I never had before. I was egotistical enough to think that I knew considerable about the Sundstrand Class D, but this school showed me just how little I did know. Rest assured that I left the school with considerably more knowledge than I had when I started. This training has made me more enthusiastic about this machine than ever before and I did not think that was possible. In my opinion, more such schools should be held because the training not only increases the salesman's knowledge of our products but also enables him to give prospects and customers the acme of what our equipment will do.

O. W. Gardner
Chicago

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The school has been the finest opportunity that the writer has ever had with this company to learn about the actual and potential possibilities for application which our equipment possess. I wish to compliment you and your organization on the wonderful way in which all of the details were handled.

H. J. Method
St. Louis

★

The knowledge obtained takes the guess work and try out of most future set-ups that we may encounter.

The method of presenting new set-ups to prospects by the color system seems to me to be a very good idea. We in San Francisco have already tried it out through the display I made while at the school, resulting in an order from the Acme Breweries of this city for a Composite Machine, which order will probably come forward within a week. As outlined in information that I have condensed in my notes, we are continually discussing what to do and what not to do with various salesmen at every opportunity. In addition, meetings are being held in which we outline as much as possible the functions of the machine. Such knowledge should increase sales.

H. H. Taylor
San Francisco

★

Centralized advanced training schools of this nature increase one's knowledge of the application possibilities of our Sundstrand Model D Accounting Machines, and also build up spirit and morale.

The purchasers of Sundstrand Class D Accounting Machines, will as a result of this special schooling, secure better solutions to their problems, resulting in increased economy and efficiency. We, in turn, will have better satisfied users.

Special schooling has made us realize that there is hardly an application that cannot be solved through the use of a Sundstrand Class D Machine.

We have also learned the importance of properly preparing specifications and sample forms in order to eliminate delay and confusion.

E. I. Tafel
Chicago

★

After securing the training I realize that the Class D machine field has been definitely broadened and I feel that the training secured at the school will help to make it possible for us to fit this machine into many more applications than we ever dreamed of.

M. M. Shaver
Denver

BRIDGEPORT BRIEFS

OUR Bridgeport Works Manager was the proud recipient of a letter from Mr. B. W. Woolard, Army Air Forces Inspector in Charge, Inspection Office, Bridgeport, Connecticut. Mr. Woolard wrote to D. S. Sammis, Bridgeport Works Manager, and we are glad to quote a portion of his letter:

"The Quality Control as established by your Company has demonstrated that your inspection organizations can now be entrusted with full responsibility of assuring that your products meet all requirements as established and is, therefore, assigned a Class "A" quality rating. Duplication of inspection during detailed fabrication by Army Air Forces inspection personnel will be eliminated, and the Army Air Forces inspection organization can now confine its activities to general supervision of your inspection system, to the extent of assuring that an acceptable product is delivered."

Our congratulations to Mr. Sammis and the employees of the Bridgeport Works on this excellent quality control rating!

★

The new cafeteria building of the Bridgeport Works was opened recently with Donald S. Sammis, Works Manager, taking care of the ribbon-cutting ceremonies. Mr. Sammis was assisted by Norman H. Butt, superintendent, and the following persons entertained the employees: Mrs. Ruth Peet, songs; Paul Hine, piano presentations; Elenore Smithson, characterizations; Earl Barnes, jokes; Gertrude Bartek, and Marjorie Jenks, a singing duet; Henry Carlsson, Albert Mills, and Glenn Laudenslager, songs, and Joseph Henry and Charles DuBois, piano duet. Masters of ceremonies were Stanley Beans, Ervin Flohr, and Samuel Dolan. A welcome speech was given by Clyde Bledsoe.

Free ice cream and cookies were on the menu to celebrate the opening and counter men were swamped with business.

★

Mr. and Mrs. Edward Wollert, of Bridgeport, recently celebrated their 30th wedding anniversary with open house. The couple have three sons, Edward, Albert and Robert, and one daughter, Dorothy. Mr. Wollert has been with the Organization for the past ten years.

A testimonial party, from friends and associates at the Bridgeport Works, was tendered to Hugo Ekedahl and Axel Gustafson. The dinner was held in the new cafeteria with over 200 employee-friends of these men in attendance. Works Manager Sammis was master of ceremonies.

With the introduction that "A little nonsense now and then is relished by the best of men," a grand time was enjoyed by all. Special thanks are in order to Stanley Beans for leading the community singing, and to Paul Hine, Ruth Peet and to Henry Carlson for their fine entertainment.

Mr. Ekedahl has been with the Organization since 1917, and Mr. Gustafson since 1920.

★

The employees of the UEF Works at Bridgeport contributed generously to the United Community and War Fund. Joseph Elmendorf acted as major of the Industrial Division.

★

The Red Cross "Blood Bank" in Bridgeport ended another month with a record-breaking total as groups of employees from UEF and other plants responded to their appointments as volunteer donors. Red Cross certificates, in recognition of 100% cooperation of local business organizations which had filled their Blood Bank Donor quotas since opening the Blood Bank in Bridgeport, were awarded to representatives at Pilgrim Hall. The certificate for Underwood Elliott Fisher Company was presented to Donald S. Sammis, Bridgeport Works Manager.

★

A talk on the Carbine was given recently by Donald S. Sammis, Bridgeport Works Manager, at the regular luncheon meeting of the Kiwanis Club.

★

SPECIAL BULLETIN

The following dispatch is from the Commanding Officer of a United States Naval task force which has just scored a smashing victory over the Japs in the Pacific. Sent to Rear Admiral W. H. P. Blandy, Chief of the Bureau of Ordnance, it expresses deep appreciation for the excellent equipment being provided our fighting ships by the men and women of the production lines.

"The 'X' Destroyer Squadron and the 'X' Cruiser Division have just completed thirty-six hours of nearly continuous battle, starting with two shore bombardments down the throat of the enemy, continuing with a three hour night sea battle against heavy Japanese forces and ending by beating off an attack of seventy to eighty Japanese planes. All this in enemy waters. Our casualties were small. The enemies casualties in all battles were large. The enemy was routed. Destroyers fired nearly all their torpedoes and ammunition ending the battles expecting to fire star shells and depth charges against enemy vessels. Ordnance equipment worked so well we forgot about it. Not a single material casualty beyond burning off all the paint and canvas. We are proud of our magnificent seamen. We are also proud of our equipment. It hits fast, hard, accurately and oh so effectively.

"Will you convey our appreciation to the men and women who by their skill and conscientious efforts have given us the means to win our battles? May God bless them."

★

PRESIDENT WAGONER ATTENDS MEETING

THE War Department invited 200 of the nation's foremost industrial, labor and newspaper leaders to a conference with top-ranking Army officials in Washington on September 27 and 28 to give "the Army's partners on the production front" a comprehensive picture of the military situation and the major equipment needs that face the armed forces.

Our President, P. D. Wagoner, was among the leaders invited to attend the sessions from the New York, New Jersey and Connecticut areas.

The conference was called by Robert P. Patterson, Under Secretary of War, and the sessions were held in the Pentagon Building, with General George C. Marshall, Chief of Staff, heading the list of Army representatives.

General Marshall outlined the status of military operations in all combat zones, and Major General George V. Strong, chief of the military intelligence service, gave a confidential appraisal of the military and economic strength of the Axis.

SOME SERVICE SUMMATIONS

MISS Erma Richardson, one of our Apprentice Servicewomen from the Akron Branch Office, was interviewed over Station WJW, which is a Mutual Broadcasting affiliate. She was featured on the Akron station's "Ten Thirty Club" introducing "New Personalties."

Station Announcer Long opened the program by talking about some of the many wartime changes in our way of life and how war has brought about a great change in the occupations of women. Miss Richardson was introduced as handling a man's job . . . "or rather it was before the women took over and showed just how well they could do it."

During the interview, Miss Richardson explained the work of an apprentice mechanic, the training period before attempting the job, and other phases of the work.

"I can remember how startled I was when I first saw you around WJW with your little tool kit tearing typewriters apart," said Announcer Long. "Didn't you find people a little surprised to see a girl in this job?"

"I can remember," replied Erma Richardson, "the first time I came up here to the station. One man took a look at me, threw his hands in the air, and said, " 'Well, I've seen everything now!' "

★

Akron Branch Manager McNellan reports that the broadcast of the man's job that has been taken over for the duration by women resulted in good publicity.

From Fred A. Greis, New York City Branch Manager, comes an interesting bit of verse written by A. J. Daniels, New York Underwood Sundstrand service representative:

PATIENCE WITH A SMILE

Remember Pearl Harbor
And please don't swear
For mechanics are scarce, and
some parts are rare.
Bob has been drafted and Benny's
a Gob,
Lil has joined us to fill their job.
You will get your repairman, don't
get vexed,
Maybe this week—or maybe next,
They have gone in defense of you
and of me,
So all that counts now is
VICTORY.

New York Service Foreman Feldmann insists that this is more truth than poetry!

★

A letter of appreciation from Pontiac Michigan:

Underwood Elliott Fisher Co.
One Park Avenue
New York City, N. Y.

Dear Mr. Underwood, Mr. Elliott and
Mr. Fisher:

Today in the mail I received a lovely black gown for my Tippy the typewriter who has been a nudist ever since I have had the pleasure of owning her. Perhaps you can guess how happy the package made both of us since Tippy is a modest soul and has deplored the enforced nakedness, and not only that, it has been zero here for over a week.

On Tippy's behalf and with her profuse thanks—you should just see her preen in her new duds!—I am sending you a check for $.83 which I believe is the amount of the bill (it being a bit offside, I'm not too sure of the amount, and if it is more, I will gladly pay for it.)

We are especially appreciative of the little tag saying "For Tippy." It was a nice gesture on your part (who said corporations do not have souls?) and Tippy is putting it among her souvenirs to treasure always.

Please believe me sincere in my gratitude for your courtesy and promptness. Thank you! And sincerely yours,

(Signed) JULIA M. LAETHEM

AN interesting article by Marguerite Shepard appeared in the Evansville Courier describing the work of Madaline Pope in repairing typewriters, a field hitherto only for men. The work of Freeda Clevenger also was praised by Miss Shepard.

MADALINE POPE

Miss Pope has been with the Organization for 12 months, and Miss Clevenger, 8 months. Neither had had any previous experience in repair work, but Service Foreman Carroll Mills supplied the training.

Foreman Mills explained that in view of the fact that at least a year and a half are required to produce good servicemen, both girls are listed as Service Apprentices. About half of their time is spent on outside jobs covering a radius of 75 miles. The largest to date was the Vincennes High School where 47 machines in the Commercial Department were overhauled.

A Serviceman accompanies them on outside jobs and he is responsible for the intricate adjustments sometimes necessary. The girls think he is handy for carrying the portable air compressor used in cleaning machines. They carry their own kit of tools. The general concensus of opinion seems to be, "They're doing a better job than expected!"

★

Always remember.
The Customer is the Boss here.
He can raise or lower your salary, promote you or discharge you.
Serve him well!

Message on a sign—a message worth remembering!

PHILADELPHIA Branch Manager McComas forwarded to G. H. Crossan, General Service Manager, a letter addressed to our Wilmington Office from George B. Nickle, Business Education Department, Newark Public Schools, Newark, Delaware.

The message reads as follows:

> This letter is to let you know just how well satisfied I am with the service given to us by your repairlady. She is very cheerful and conscientious and her repair work is very satisfactory. I think that you are very fortunate in being able to give what I consider pre-war service. Personnel changes have not interfered with your maintaining your high-type of service.

A bow to Mrs. Waller who has demonstrated that her mechanical ability, together with her conscientious work, makes her a valuable asset to our service organization.

★

"I WANT a man to check over my Underwood typewriter, please," the cheery voice at the other end of the line used to say. Now, "Please send one of the girls out to our office," is often the request. The lasses

referred to are Miss Elsie Noe and Mrs. Marie Dolch of the Cincinnati Service Department.

Miss Noe was employed by our company on August 10, 1942. Mrs. Dolch, wife of Seaman (1st class) Jack Dolch, of the U. S. Navy, joined our forces September 23, 1942. After completing their shop training on typewriter overhaul work, the girls began on the outside as maintenance inspectors.

Of course, at first our customers showed both amusement and doubt concerning the girl mechanics. However, they had heard a lot about "This Is War!" and, the girls' fine work soon erased any of their doubts.

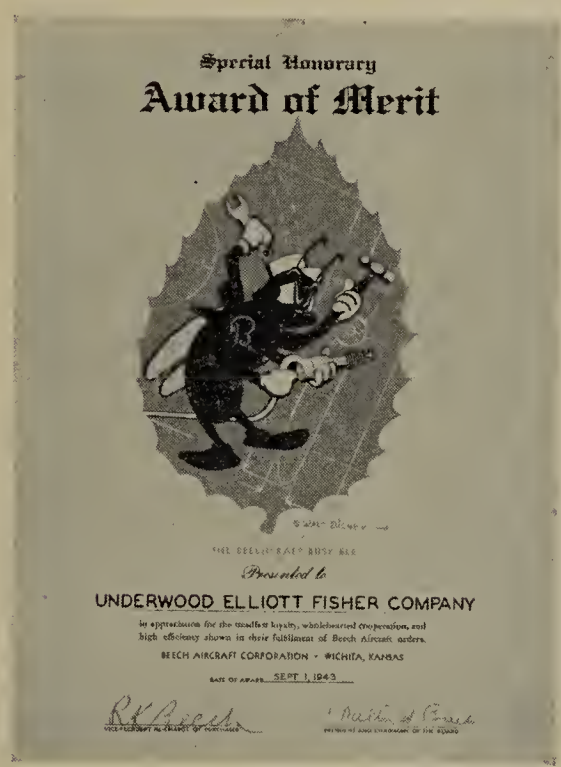
Cincinnati Service Manager, Earle Marquess, says, "All of us are proud of the job Miss Noe and Mrs. Dolch are doing." As for the girls, well, to quote them, "We love it!"

Margaret E. Smith,
Associate Editor

Washington, D C. . . . Maintenance Inspectors, Service Department. Reading in the usual manner, we see Mary Aranson; Naomi Curtis; Warren Horstman, Foreman; Frances Middledorf; and Lois Chapman. Surrounded by the bevy of beauties, Service Foreman Horstman says: "We are very much pleased with the Maintenance Inspection work these girls are doing for us."

★

OUR Wichita Office is the proud recipient of the Beechcraft Busy Bee, a special Honorary Award of Merit presented to Branch Manager Lester Renschler by the Beech Aircraft Corporation of Wichita, Kansas, "in appreciation for the steadfast loyalty, wholehearted cooperation, and high efficiency shown in their fulfillment of Beech Aircraft orders."



Special Honorary
Award of Merit

THE BEECHCRAFT BUSY BEE
Presented to
UNDERWOOD ELLIOTT FISHER COMPANY
in appreciation for the steadfast loyalty, wholehearted cooperation, and high efficiency shown in their fulfillment of Beech Aircraft orders.
BEECH AIRCRAFT CORPORATION • WICHITA, KANSAS
DATE OF AWARD SEPT 1, 1943

This award is normally given only to employees of the Beech Aircraft Corporation who, in the wording of the award, "have demonstrated, by performance the qualities of high efficiency, interest in the job at hand, training for further advancement, cheerful cooperation with others, and in the constant determination 'to kill 'em with production.' "

The award to UEF was conferred upon our Company at the recommendation of Mr. R. K. Beech, Vice-President in charge of Purchases, "because of the excellent cooperation which you have always extended to us, it was a distinct personal pleasure for me to nominate your firm to be one of the recipients of this award which is a token of that appreciation and of the writer's warmest esteem and personal regard."

Kansas City Branch Manager Conklin reports that at Beech Aircraft we have several hundred Underwood Typewriters and about 75 Sundstrands under our Maintenance Service Agreement. "So you can see that the Wichita Office is doing a good job and pleasing the Beech Aircraft Corporation," states Mr. Conklin.

The Beechcraft Busy Bee was designed by Walt Disney.

★

KORNY KORNER

At a meeting of a rural district council the clerk announced that he wanted to purchase a supply of ribbons for the typewriter. At once a member protested against such extravagance.

"She is a very satisfactory operator," he said "but I don't see why she should be provided with finery at the expense of the taxpayers."

★

WHEN YOU WRITE

Under the Post Office Department's new zoning plan, mail to our New York Office should be address to One Park Avenue, New York 16, N. Y.

News of our Men and Women in the Service

IN keeping with the Government's views on conservation, President Wagoner is not sending his usual Christmas Greeting cards to individual members of the UEF Family. Therefore, he has chosen The UEF News as his medium to greet each member of the Family this year.

To all Underwood Elliott Fisher men and women in our Armed Forces. the Company is sending an American Express Money Order as a friendly token of remembrance and good will.

In his letter of transmittal Mr. Wagoner says, in part:

"I also want to say that we are all very proud of our UEF associates who are serving our Country in many theatres of the war throughout the world. Your letters are an inspiration to us remaining on the Home Front whose part it is to back you up by the production of important war material.

"In the new year 1944 which lies before us, I am confident we will all go forward with determination and courage and make it our year of Victory."

★

We have a great pride in all of our 1,790 men and women who have entered military service, and we feel sure they will acquit themselves well in every task they meet.

It is good to read letters from our men who are serving their Country. We appreciate the fact that they have taken time to write to the "folks back home." But, are *you* writing to your former buddies?

Surveys have disclosed that men in the Armed Forces want letters more than anything else. They want letters so they may feel that they are not being forgotten back home. Surely, you can find a few spare minutes to write to Bill, John, or Joe. And, now that women are entering the services, don't forget to write to them, too. A letter or card proves that you still remember. How about it?

★

PRIVATE First Class Arthur Keefe, Hartford, was reported killed in action in a statement received by his father, former State Legislator Maurice J. Keefe, inspector for the state milk administration.

Private Keefe was inducted March 29, 1942, receiving his training at Fort Bragg, South Carolina. On December 1, 1942, he went overseas and saw service on the North African front. As his death occurred the day after the invasion of Sicily, it is believed he met his death in that area.

Before his induction, Private Keefe was employed by our Hartford Works.

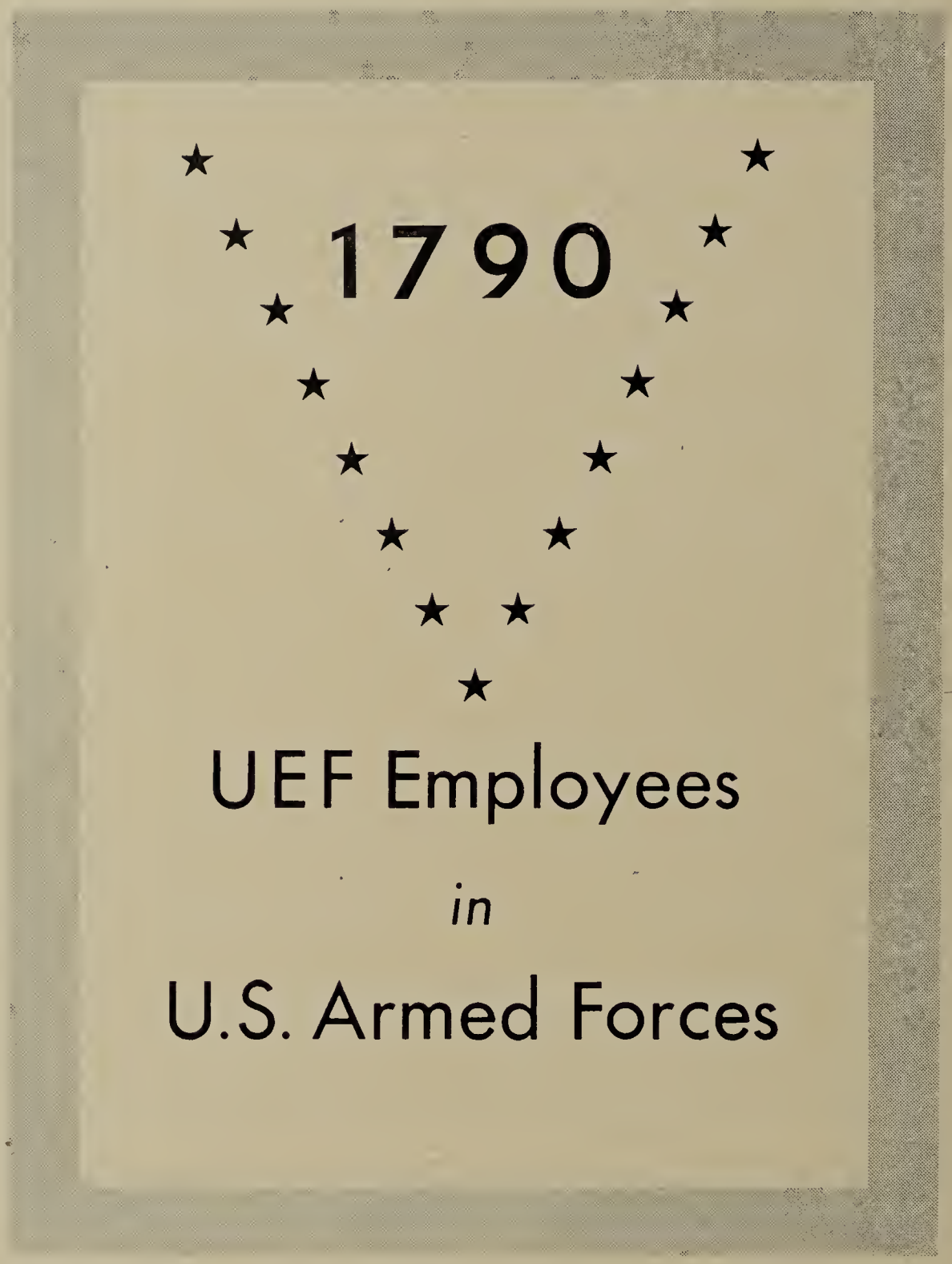
★

Private Dominick F. Giantonio is a war prisoner of the Japanese. His mother was recently notified by the War Department that he was a prisoner and she recently received a post card from her son. It was undated but the address given as the Philippine Military Prison Camp No. 1.

Private Giantonio enlisted in the Army Air Corps in November, 1940, and spent six months in Georgia and six months at the Army Air Corps Technical School at Chanute Field, Illinois. Before enlisting in the Army he was employed by our Hartford Works.

★

Milwaukee Branch Manager Franke reports that the order of the Purple Heart has been awarded to First Lieutenant William E. Mick, Jr. Lieutenant Mick was wounded in the arm



OUR SERVICE FLAG . . . We are justly proud of our UEF associates serving the colors of the Country in many theaters of the war. As we go to press, our Honor Roll bears 1,790 stars.

while serving in North Africa. He enlisted about two years ago and has been overseas for nine months. He is now back in active service after eight weeks in an African hospital.

★

A Bridgeport sailor, Frank Dominick Bisogna, died recently of pneumonia at the Base Hospital at Shoemaker, California, where he was stationed with the Seabees. Seaman 2/c Bisogna was inducted four months ago and was stationed at Camp Peary, Virginia, prior to his transfer to the California base.

He had been employed by the UEF Works at Bridgeport before entering Naval service.

★

William James Ashley, Seaman First Class in the United States Navy, has been reported "Killed in Action."

Word was received from the Navy Department by his parents. In the communication, Government officials stated that the 24-year old youth had been buried at sea.

Prior to his enlistment on September 9, 1941, he had been employed at our Bridgeport Works.

★

Frank Otzel, Motor Machinist's Mate Second Class, is "Somewhere in the Mediterranean Area" with the U. S. Navy. Before his enlistment in April, 1942, he was an employee of the Bridgeport Works.

★

Private Ralph Izzo, was home on furlough recently from Camp Lee, Va., where he is serving with the Quartermaster Corps. Before induction, in April, he was employed by the Bridgeport Works.

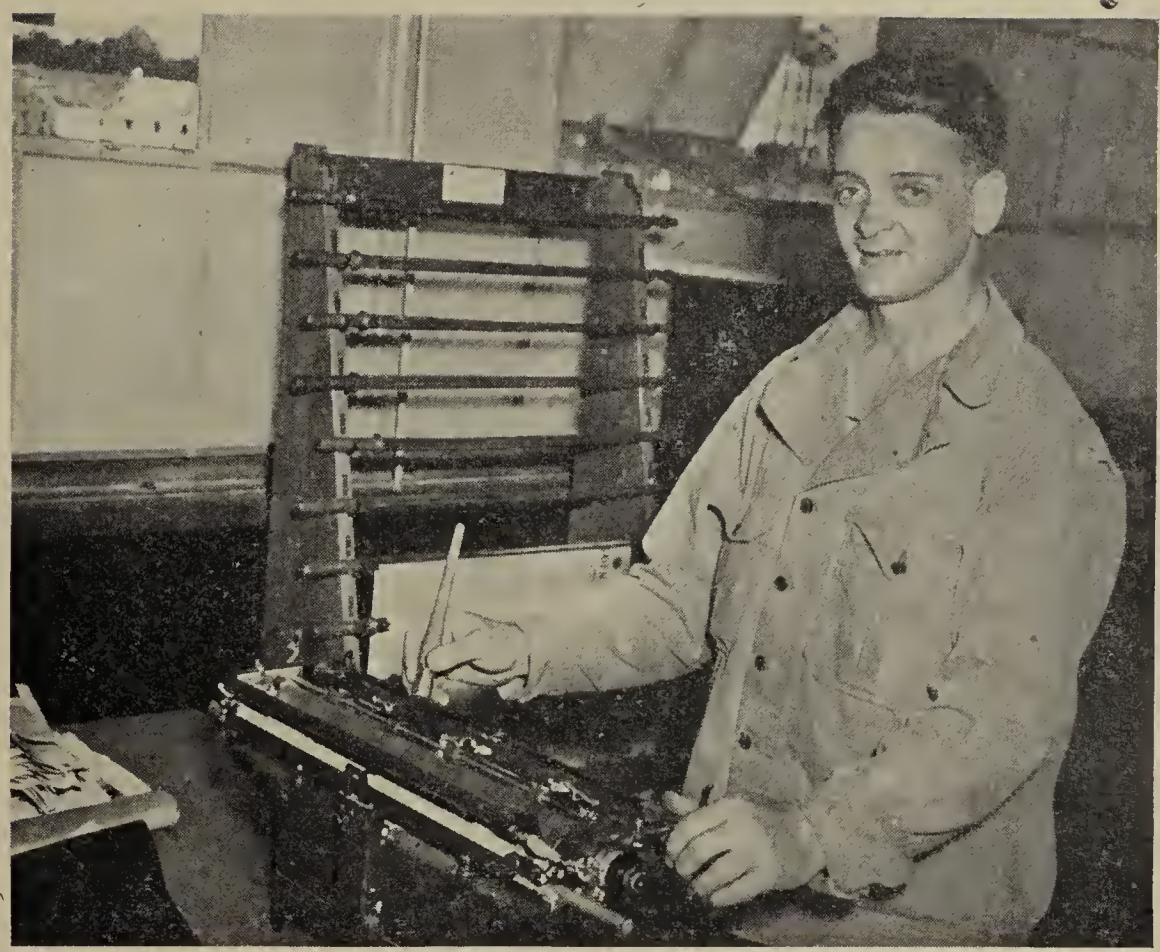
★

Private First Class Hugh J. Paulty has completed a course in Squadron Engineering and Operations at the Army Air Forces Technical School, Fort Logan, Colorado. Before entering service in March, he was employed as an Inspector at the Bridgeport Works.

★

Home from the Pacific Theatre of War, David M. Egan, Petty Officer Third Class, was recently given a Welcome Party by his family and friends in his home and presented with a purse.

Officer Egan enlisted a year ago. Before his enlistment, he worked for the Company at the Bridgeport Works.



Not Cagney . . . It's Private Frank Glaser, a soldier at Keesler Field, Mississippi. A striking resemblance to the famous Hollywood star has won for Private Glaser of the 912th Quartermasters the nickname of "Cagney." In civilian life, he was a serviceman at our Branch Office in Chicago, but now Private Glaser gets around to many offices in his typewriter maintenance work at Keesler Field, never failing to create a minor sensation on his first appearance. He has never had any notion, he admits, of going out to Hollywood and offering his services as a double to the noted impersonator of George M. Cohan and leading actor in his own right, Jimmy the real Cagney.

Clark E. Lamkins, a cook at Santa Anita, California, recently was promoted to Sergeant. Sergeant Lamkins was employed at the Hartford Works prior to his induction in July, 1942.

★

Back home on a medical furlough, with a bloody Southwest Pacific war fresh in his mind, Sergeant John A. Orfitelli, Jr., has this to say:

> Buy a war bond, so my buddies can come back and see once more the best place in the world, the United States of America.

Sgt. Orfitelli says it with a good deal of feeling. Night after night, he and his companions struggled against the marauding Japs, whose object was to keep the Americans awake all night so they would be unable to fight in the day.

In the darkness, the Japs moved with ghostly stealth. Suddenly they appeared, hurling grenades or opening machine gun fire. Even more horrible was their practice of stealing upon men in foxholes, wielding knives.

An hour before dawn on July 11, Sergeant Orfitelli lost one eye in such an encounter.

His father is employed at the Hartford Works, as was Sergeant Orfitelli before his induction into the Armed Forces.

★

Captain Richard Amann, who is at present somewhere in the Pacific theater of action, felt a very homelike atmosphere when he was in Honolulu recently. Captain Amann — who is the son of Louis V. Amann, Accounting Machine salesman in the Syracuse Branch — during a long distance telephone conversation reported that on one of his visits to the mainland he spent some time with the UEF service representative in that territory.

★

Lieutenant George Parrish, formerly connected with the Syracuse Branch, was married recently to Miss Jane C. Gibboney of Belleville, Pennsylvania.

Lieutenant Parrish, who is now flying Mitchell Bombers, was in a crash landing in the Bahama Isles. The entire crew escaped with no severe injuries but all suffered from bruises. The men were forced to spend two

days and nights in what amounted to practically wilderness until a rescue party arrived. The emergency rations they were compelled to subsist on during that period were not too tasty and the mosquitoes proved quite troublesome. But, Lieutenant Parrish states, it was "a fair rehearsal of what is to come."

★

When Rudy Stehlik, ace repairman on Walter Crist's Butte and Great Falls, Montana, service staff, left on February 1, 1941, to rejoin the outfit he had served with in the second Nicaraguan campaign, he carried with him the best wishes of the UEF in Montana and also those of the oldest Montana veteran, John S. Edwards of Bozeman, Montana.

Today, while fingering the action of a Jap-hating Garand rifle, with the same sure touch he formerly bestowed on UEF Machines, he undoubtedly recalls the firm "Give 'em hell, boy" with which stout-hearted 93-year-old John Edwards bade him goodbye. The hashmark on Rudy's arm and the two years of leatherneck soldiering since he sewed the stripe on are abundant evidence that somewhere in the South Pacific Rudy is giving them hell.

★

After attending Officers Staff School at Fort Leavenworth, Kansas, for 11 weeks, Captain Norman D. MacLeod, was returned to duty at Washington, D. C., on November 26, 1943, and promoted to the rank of Major.

Members of the Armed Forces—formerly from One Park Avenue—who were recent visitors to the General Offices.

Captain Edward C. Shanahan, now stationed at Washington, D. C., formerly with the Buffalo Office and New York Branch.

Pfc. Carl H. Anderson, at Camp Lejeune, New River, N. C., formerly from the Treasurer's Department.

Pvt. Ralph Lane, formerly with New York Comptroller's Division, at Mitchell Field, N. Y.

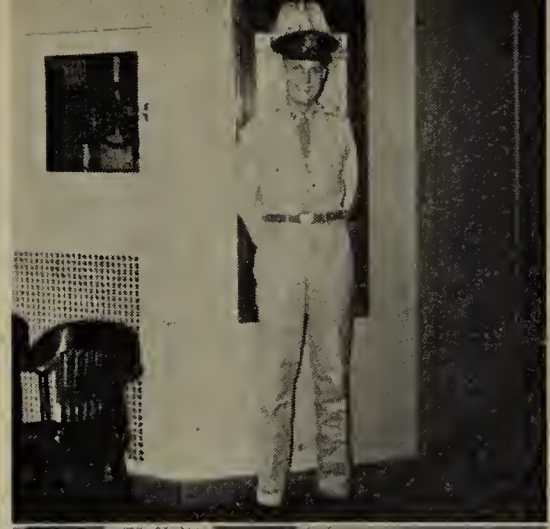
Pfc. Joe Velardi, Jr., at Camp LeJeune, New River, N. C., formerly with the Comptroller's Department.

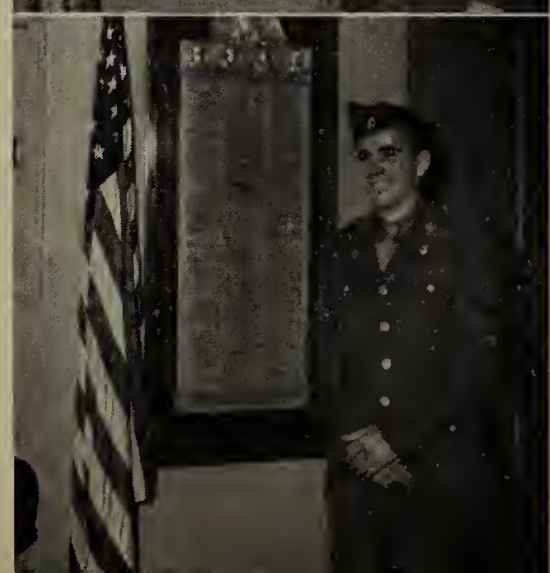
Cpl. Frank Gruber, formerly of the Comptroller's Department, at Santa Monica, California.

★

Major MacLeod received a V-Mail letter from Cairo, Egypt, written by a Captain in the Ordnance Service. National District Manager Brownell, who is also a friend of the correspondent, has been good enough to send us a copy of the opening paragraph which follows:

Yes, it's me—typing on a brand new Underwood Standard, 11". Boy, I'll bet the folks back in Washington would certainly like to get hold of some new typewriters for a change. Or do they still pull them in through the loopholes? At any rate, I really appreciate this machine. See, I might as well keep in practice, because who knows I might have to look for even a stenographer's job after the war—which I hope won't be too long in forthcoming.





Major W. W. Porter, formerly with the Pittsburgh Office, is now stationed at Moody Field, Valdosta, Georgia. He came in to the General Offices to greet his friends at One Park Avenue

Sergeant Wallace Kerrigan, stationed at an embarkation point, was with the Bridgeport Works before enlisting 15 months ago. He is one of three sons of Mr. and Mrs. J. C. Kerrigan of Bridgeport. Corporal George Kerrigan is at Camp Polk, Louisiana, and Robert Kerrigan, Seaman First Class, was home recently after 18 months of active duty in the Alaskan and Pacific areas. All three brothers enlisted in the services of Uncle Sam.

★

Boston Branch Manager Prentice informs us that Ensign Wylie Gardt had written to him from Africa. He had been there a couple of months—feeling fine and enjoying the work very much. He has repaired many Underwoods aboard ship and at bases. Also, he mentions the fact that he has found many uses for the Underwood Duffel Kit and always has it with him.

★

Clair L. Balsbaugh former Elliott Fisher instructor in the Service School at Hartford, wrote to George H. Crossan, General Service Manager, that he is now undergoing the training course at Camp Croft in South Carolina.

He had the following to say about the Carbine: "We shot the Garand (M1) Rifle and the Carbine for the record. I made "Expert" with both of them—shot 186 out a possible 220 with the Rifle and 181 out of a possible 200 with the Carbine.

All the Carbines we use here were made by Underwood. It gave me that homesick feeling. The Carbine is a very fine weapon — all the enlisted men, non-coms and officers like it very much. We shot it at 200 and 300 yards, also at 100 yards. It was very accurate at all ranges.

C. L. Balsbaugh receives a duffel kit from W. H. Shepler, Assistant General Service Manager.

There are several hundred men in our Company and each man shot about 50 rounds. During the shooting I didn't see or hear of one gun that did not function properly."

★

The postman brought to Angelo Longo a package that gave him the top thrill of his life. It contained a jewel box and in the box was a new Army Air Force Medal testifying to gallant performance in air combat. The medal had been awarded recently to Mr. Longo's son, 1st Sergeant Angelo Longo, Jr., and the proud father beams with pride when he shows the medal to his friends.

The sergeant was a mechanic at the Hartford Works before going into the Air Corps and he has been in the army a little more than a year. He is an aerial gunner and the medal came to him for gallantry in a raid over the continent. He was in Tunisia for a while, was at Casablanca and then some time ago was transferred to England. It was from London that he mailed the medal to his dad.

★

A welcome visitor to One Park Avenue was Michael Santucci, Seaman First Class, who was a gunner's mate on the heroic U.S.S. Borie. The destroyed Borie was sent down when she was badly damaged after ramming a Nazi submarine in the Atlantic.

Michael Santucci, S 1/c.

"Mike" Santucci described the hand-to-hand fighting between the crew of the Borie and the German submarine. The warship was one of a task force that received a Presidential Unit Citation for its operations against U-Boat wolf packs attacking Allied convoys.

Mike, formerly employed by the Wholesale Typewriter Company, has been in the Navy eight months and has been engaged in four major operations. Even though proud of his campaign ribbons, Mike says that his chief ambition is to get back to work as soon as the war is over—"and it can't end too soon to please me."

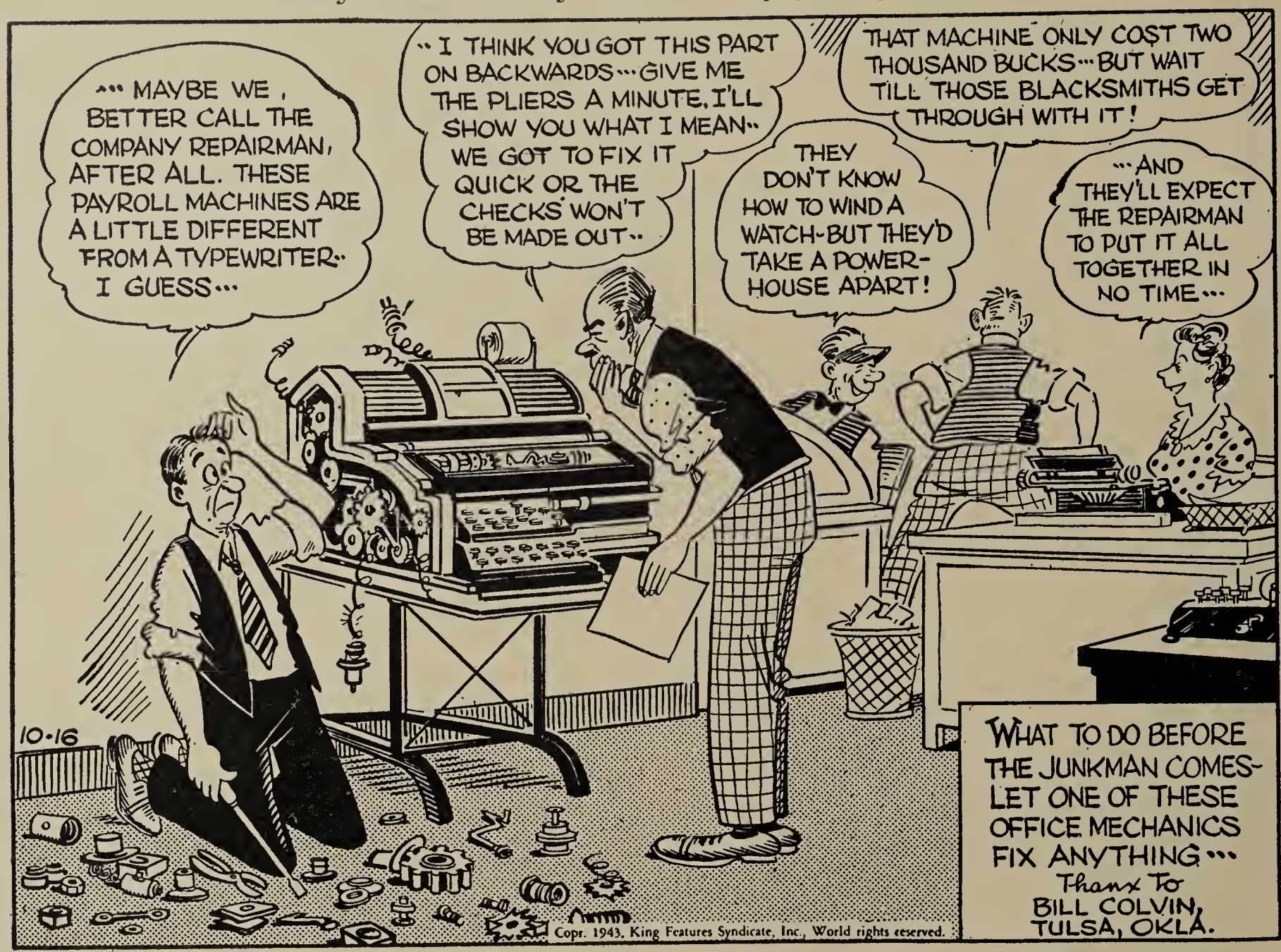
★

Private First Class Hervey L. Nadeau is a member of a casual detachment of the Army Air Forces at Kingman, Arizona. He was employed at the Hartford Works before his enlistment on December 7, 1942. He is the son of Mr. and Mrs. Sifroid Nadeau of Eagle Lake, Maine who have four sons in the armed forces in addition to Hervey, who is the youngest.

★

A very interesting letter was received from Charles Runkel, "somewhere in Iran." Before the army sent him to Persia, Sgt. Runkel was a member in our Harrisburg office. He has experienced temperatures ranging from 130 to 155 degrees and he says that is really hot!

They'll Do It Every Time . . . by Jimmy Hatlo



Medical officer, after examining a mountaineer volunteering for service: "Sorry, we can't take you. You have flat feet, and they couldn't take it. You wouldn't be able to walk five miles with those feet."

Mountaineer: "That's too bad, 'cause I just walked 114 miles to get here, and I shore do hate to walk back again."

★

She: "What do you mean by seasoned troops."

Rookie: "They're mustered by the officers and peppered by the enemy."

★

Four marines were playing bridge in a hut on a Pacific Island. Suddenly another leatherneck burst into the room and shouted:

"The Japs are landing a force of about 200 men down on the beach."

The four bridge-playing marines looked at one another wearily. Finally, one said: "I'll go. I'm dummy this hand."

The doctor's little daughter opened the door to the caller.

"Is the doctor at home?" asked the latter.

"No, sir," said the child. "He's out at the moment performing an appendectomy."

The caller smiled. "I say," he said, "that's a very big word for a little girl like you. Do you know what it means?"

The girl nodded. "Oh, yes," came the reply. "It means $125."

★

"An optimist, my son, is a man who thinks his wife has quit cigarettes when he finds cigar butts around the house."

★

Little boy: "Half a pound of potatoes with eyes, please."

Grocer: "Why with eyes?"

Little boy: "Mother says they'll have to see us through the rest of the week."

A hillbilly had been courting a mountain gal when one night her father said to him:

"You have been seeing our Nellie for nigh on to a year. What are your intentions — honorable or dishonorable?"

Looking at the father with a startled gleam in his eyes, the young blood exclaimed: "You mean I got a choice?"

★

Foreman: "Excuse me, but are you the lady wot's singing?"

Lady: "Yes, I was singing. Why?"

Foreman: "Well might I ask you not to hang on that top note so long. The men have knocked off twice already, mistakin' it for the dinner whistle."

★

Customer (after clerk had taken down all but one of the bottles on the shelves): "I don't really want to buy any lotions today. I was only looking for a friend."

Clerk: "Well, madam, if you think your friend is hiding in the other one, I'll gladly take it down."

FOR VICTORY
UEF enlisted to make CARBINES

UEF news

Vol. 11 December, 1943 No. 4

Family Magazine of the Underwood Elliott Fisher Company, Published at 1 Park Avenue, New York 16, N. Y.

Andrew Cerruti . . . *Editor*

Member of the House Magazine Institute of the National Council of Industrial Editors

This Christmas . . . It is within your power to give something that means a great deal to the future happiness of those dear to you.

GIVE . . . freedom of speech, and freedom to think and worship according to any human being's choice.

GIVE . . . assurrance of Victory and the safe homecoming of our men and women in the armed forces.

GIVE . . . men and women the right to perform their chosen work.

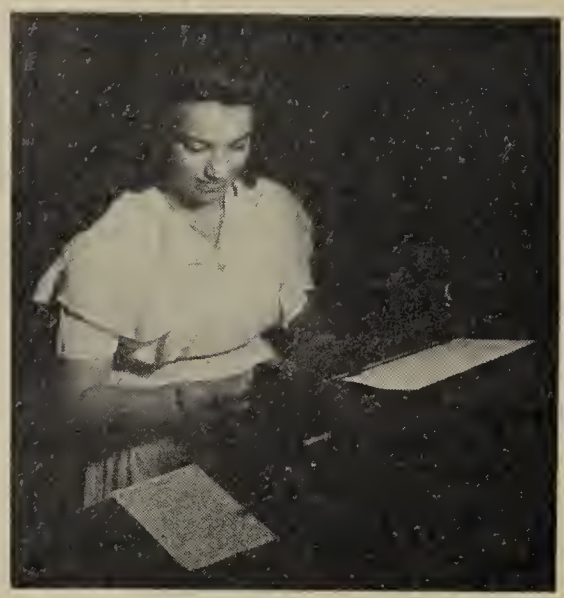
This Christmas . . . give the gift with a future, dedicated to Liberty and the pursuit of happiness; the right to live in a world with Peace and good will to men safeguarded forever.

GIVE U. S. WAR BONDS AND STAMPS!

★ ★

***To the Girl He Left Behind Him* . . . proved to be an advertisement of exceptional interest. C. H. W. Ruprecht, Publicity Division Manager, received a number of letters, among them one from a dentist who was sure that the soldier shown in our advertisement was his son. Two sergeants from the Timber Wolf Division wanted to know more about the young lady shown in our ad and were interested in knowing more about the type of sandwich she is munching on. From Drew Catlin, Advertising Manager of the Dixie Cup Company, came a letter expressing thanks for using a Dixie Cup in our photograph and a request for reprints for distribution to others in Mr. Catlin's organization.**

"In the Service of the Nation." Our thanks to E. W. Curtis, Jr. for this striking photograph of the front of the Burlington factory showing our Country's Flag, the Treasury Department's War Bond Flag, and Service Flag honoring Neidich Process men serving in the Armed Forces.



LITTLE Miss Joan Roper, 13 years of age, is a student at Port Arthur College, Port Arthur, Texas, and she has established a marvelous record by having written 94 words per minute on her typewriter.

Carl Vaughan, President, Port Arthur College, informs us that before this young lady returned to Junior High School, she had passed the College's official 95 and 100 words a minute tests. The tests were for 10 minutes, on new material, with five errors, or less. Her net speed on the 100 word test, after deducting for errors, was an even 100.

She attributes her amazing proficiency as a typist to having had assidious piano practice, which strengthened her hands and muscles. It is Mr. Vaughan's opinion that this young lady will develop further so that she will be able to equal, or surpass, the speed of the world's greatest typists.

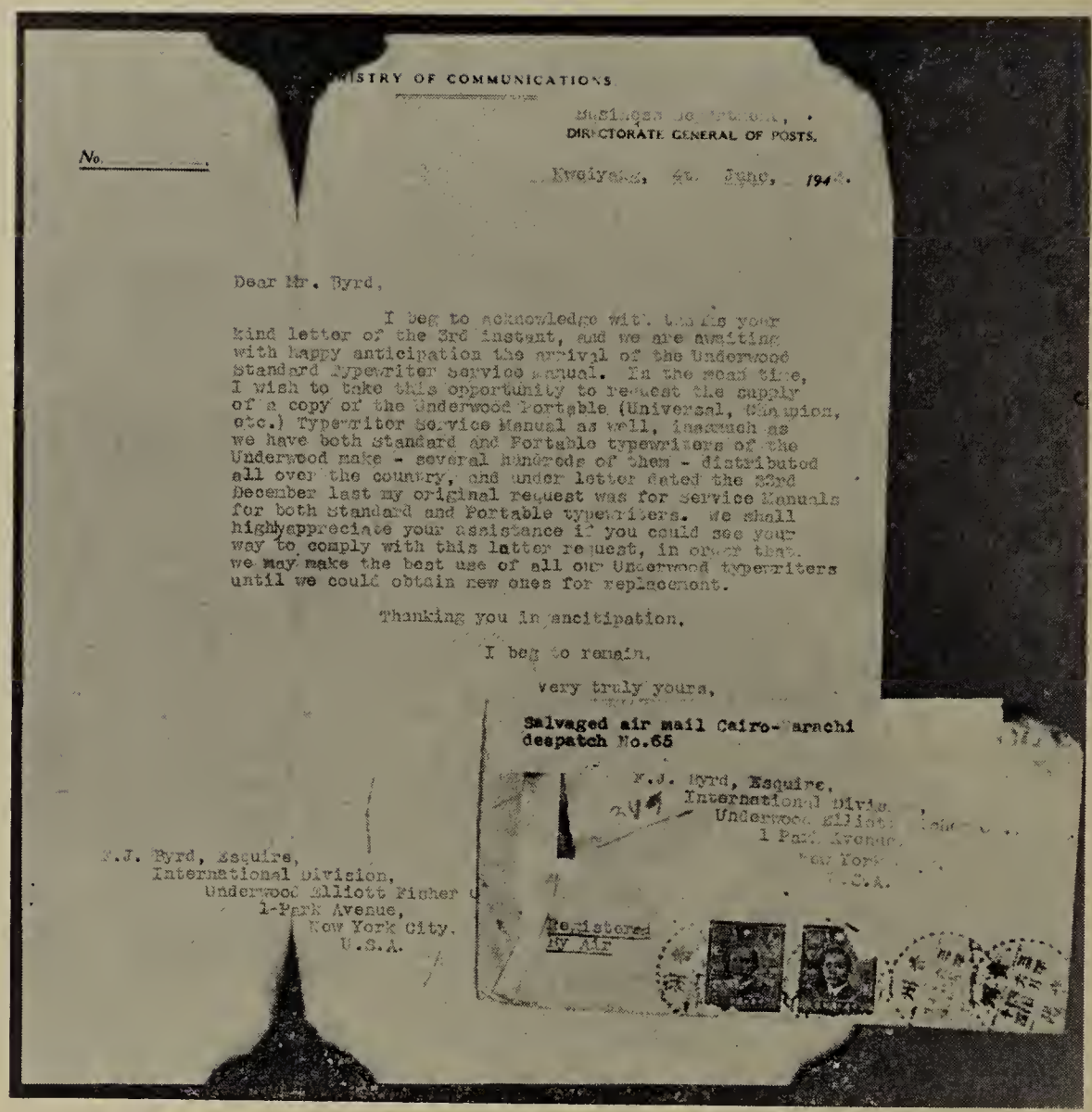
★

SYRACUSE BRANCH FIRE

A FIRE demolished the sales office of the UEF Branch at 529 South Warren Street, Syracuse, New York.

Eight firemen were trapped for a few minutes when a false ceiling collapsed at an angle. Three of the men ran over a burning floor to escape falling debris, while the others crawled out on their stomachs using the fire hose to pull themselves along.

Smoke and water loss in the UEF Branch was estimated at $8,000 by Branch Manager C. H. Lavis.



...ISTRY OF COMMUNICATIONS

Business Department,
DIRECTORATE GENERAL OF POSTS.

No. _____

Kweiyang, 4th June, 1944.

Dear Mr. Byrd,

I beg to acknowledge with thanks your kind letter of the 3rd instant, and we are awaiting with happy anticipation the arrival of the Underwood Standard Typewriter Service Manual. In the mean time, I wish to take this opportunity to request the supply of a copy of the Underwood Portable (Universal, Champion, etc.) Typewriter Service Manual as well, inasmuch as we have both Standard and Portable typewriters of the Underwood make - several hundreds of them - distributed all over the country, and under letter dated the 23rd December last my original request was for Service Manuals for both Standard and Portable typewriters. We shall highly appreciate your assistance if you could see your way to comply with this latter request, in order that we may make the best use of all our Underwood typewriters until we could obtain new ones for replacement.

Thanking you in ancitipation,

I beg to remain,

Very truly yours,

Salvaged air mail Cairo-Karachi despatch No.65

F.J. Byrd, Esquire,
International Division,
Underwood Elliott Fisher Co.
1 Park Avenue,
New York City,
U.S.A.

F.J. Byrd, Esquire,
International Division,
Underwood Elliott Fisher Co.
1-Park Avenue,
New York City,
U.S.A.

Registered By Air

To Fred J. Byrd, of our International Division, came an unusual message from the Ministry of Communications in China. The letter, salvaged Air Mail, tells a silent story of unknown and censored adventure.

Syracuse . . . The Navy Induction Team's clerical staff stows supplies aboard one of the Navy station wagons in preparation for a trip to Rochester for the next induction period. Included in the group are Ensign John L. Batts; Chief Petty Officer George F. Elliott; Robert H. Scherer; Clyde Byrnes; William E. Jones; Ernest R. Termundie; Gilbert M. Weinberger; William T. Ebert; Carl Tracy; Alfred F. Jenkins and James C. Schultz, all yeomen second class; Albert J. Brunet, yeoman third class; and Lloyd B. Long, yeoman first class. Syracuse Branch Manager Lavis reports that our Service Department made racks in the three vehicles which allowed the typewriters to ride safely without fear of excessive jars and bumps.

In Memoriam

C. R. Hedrick

IN informing the UEF Family of the death of C. R. Hedrick, Manager of our Joplin, Missouri, Office, Kansas City Branch Manager Conklin says that sales meetings and get-togethers will not be the same without his influence and presence.

"We will miss Bob Hedrick," states Mr. Conklin, "his philosophy of life was as outstanding as was his ability to quote pages from the Scriptures and Shakespeare. His sense of humor and ability to tell interesting stories made him one of the great personalities of our Organization."

Mr. Hedrick was an outstanding salesman and producer. He became a member of our Organization on May 1, 1914. He was a former president of the Rotary Club at Joplin and served on the Board of Governors for the Rotary Club for the District.

Mr. Hedrick's son, Charles Robert. Jr., is in training at Randolph Field. Texas, and in the next few weeks will receive his wings as a pilot.

Adam E. Nickla

ON October 24, Adam E. Nickle suffered a heart attack while marching in the Navy Day parade at Jamaica.

Mr. Nickla, born in Brooklyn 51 years ago, was typewriter service instructor at the New York Branch Office.

He leaves his wife, Anna; two daughters, Louise and Jeanne, three brothers and a sister.

Ronald A. Griffin

NEW YORK District Manager Rawdon reports that Ronald A. Griffin, who was a typewriter salesman at the New York Branch from 1923 to 1942, died suddenly at his home in Brooklyn on September 14. He was in his 49th year.

"Griff" was a veteran of World War I, a member of the 29th Division, 106th Infantry, Company F, and saw service for 18 months overseas, taking an active part in many important engagements. He was awarded the following medals:

- Gallantry in action in the offensive of Somme and Ypress-Lys
- Order of the Purple Heart (wounded two times)
- Distinguished Service Cross Medal presented by New York State for services, 1917-1919.

He left the Company's employ in April, 1942, to serve his Country as a guard at the Brooklyn Navy Yard. which position he held at the time of his death. He is survived by his wife and two daughters.

GETTING AROUND

By MORRIS MARKEY

AS ALMOST all of us would do, I asked the friend whom I had not seen in some months, "How are you feeling these days?"

He tried to grin, but I could see he didn't really mean it. "Oh, pretty good, I guess," he said.

I know him well enough to say, "Well, to tell the truth about it, you're not looking quite up to your old self. Been working too hard?"

"Oh, no more than anybody else," he said. "But I'll admit I haven't been feeling so hot here lately. You know — not right!"

"What seems to be the trouble?"

"Oh, nothing a million dollars couldn't cure, I suppose. Just off the beam, you might say. Nothing particular in any one place of the old carcass, but I haven't got all my energy. A couple of pains that don't feel so good. Not sleeping right and not eating right. Some days I don't seem to care whether school keeps or not. You know. The usual thing."

I looked at him. "It isn't the usual thing at all," I said. "Not for a fellow like you. You've got to see a doctor."

He held up his hands in an exaggerated gesture of horror. "Not on your life," he said. "He would probably find out I had something horrible the matter with me, and then where would I be!"

There is an example of one of the strangest and yet most universal of human quirks: the instinctive fear of learning the truth about our own exact state of health. People are so often simply terrified at the prospect of finding out what is really wrong with them. Absurd? Of course. But the quirk cannot be laughed at. It must be dealt with rationally by each one of us. My friend asked, "where would I be?" So I told him "You'd know exactly where you stood. If there is anything seriously wrong with you, you would be headed quickly toward treatment and recovery. Most important of all, you wouldn't be kidding yourself. You know you're kidding yourself now. And that in itself is enough to upset a man with your brains."

I half dragged him into the office of a doctor friend. He wise-cracked and pooh-poohed. But the doctor went quietly about his work. He took an X-ray of my friend's chest. And presently he said, "You have tuberculosis in the earliest stage. Lucky we found out about it promptly. We're beginning your treatment right this minute."

My friend is perfectly recovered, perfectly healthy today. Chances are he would be very sick indeed if he had continued to evade finding out the truth.

If you have that human quirk, examine it in the light of reason. And if you are feeling below par, have yourself examined. X-ray examinations are inexpensive.

An X-ray examination may save you from years of illness, and from death itself. Last year, nearly 60,000 Americans died of tuberculosis. Many of them could have been saved if their disease had been discovered quickly enough.

Dr. Lin Yutang in his New York study. He is the author of "Between Tears and Laughter," published by The John Day Company.

(*Jacob Lofman-Pix*)

MILES H. Mann was honored at a luncheon tendered in the General Research Laboratory on his retirement after 23 years of service with the Organization. His associates presented him with a wrist watch and purse. Mr. Mann plans to make his home in Florida.

Mr. Mann joined the Company in January, 1921, in the capacity of Tool and Equipment Engineer for the Computing Machine Division. He served in this post until 1931, when he was placed in charged of production of the Division, supervising the manufacture of Bookkeeping Machines, Simplex and Universal Machines. In 1936, he was assigned to research and development work at the General Research Laboratory.

Since the war, Mr. Mann has been supervisor of a group of draftsmen from all departments of the Laboratory. This group is credited with contributing liberally to the production of various types of war equipment.

HERBERT A. Warden, Mayor of Newburgh, New York, recently announced the appointment of George Whitaker as a member of Draft Board 302 to succeed Chairman Elmer H. Lemon.

The Newburgh News commented editorially as follows:—

> Mayor Warden has made a happy selection of Draft Board 302 member in George W. Whitaker to succeed Chairman Elmer H. Lemon. The appointee, a World War veteran and active in many civic affairs is noted for his fairness, understanding, and energy.

Newburgh Branch Manager Whitaker has long been prominent in civic and political affairs. Mayor Warden said he based his selection upon Mr. Whitaker's long service to the community. The appointment received the confirmation of State Selective Service Headquarters.

★

The Syracuse Campaign Headquarters of the United War Fund announced that employees of our Syracuse Branch reported an average pledge of $16.00 to the Onondaga County United War Fund, an increase of nearly 90% over last year. Because every member of the Syracuse Branch participated they received the congratulations of Branch Manager Lavis for "contributing 100% to this splendid cause."

Underwood Typewriter aids Russian classes at Syracuse University . . . Doctor Albert D. Menut, Professor of Russian at Syracuse University, uses a typewriter having Russian characters, which was in the Washington Office of the Russian Embassy. The Underwood typewriter is used for preparing material for Russian classes.

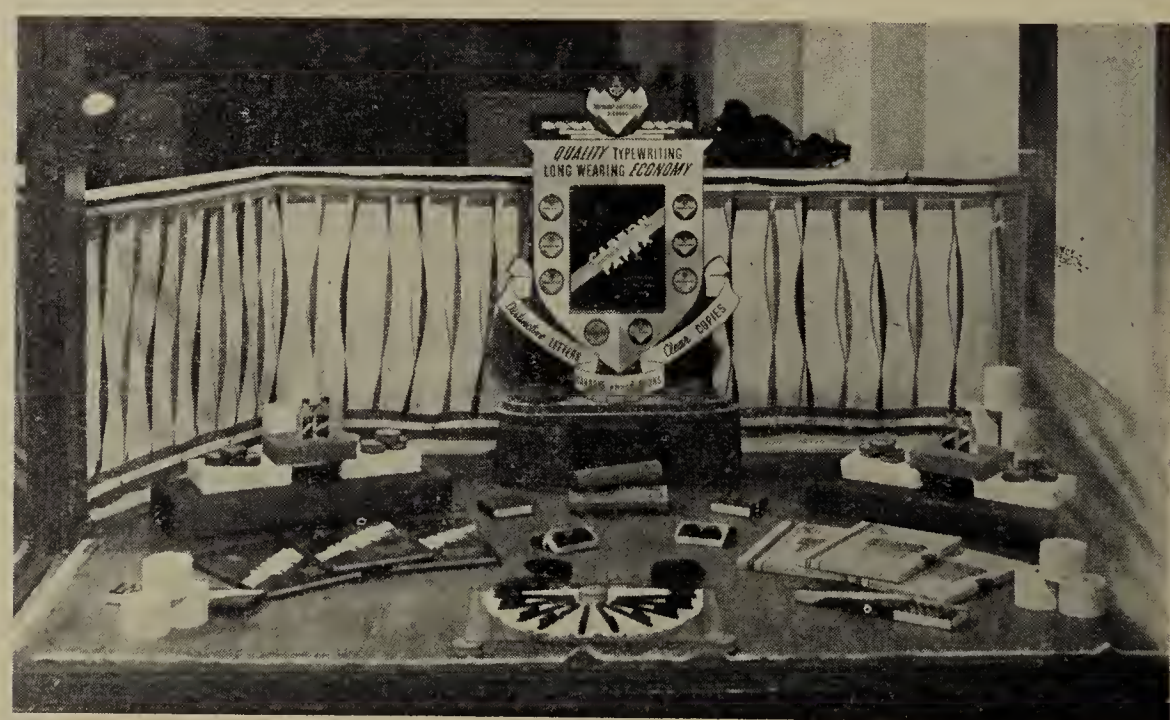
(*Syracuse Post-Standard Photo*)

ALBERT W. T. Beyer, manufacturing foreman of the UEF Works at Hartford, recently enjoyed a double celebration, his 40th anniversary with the company and his 54th birthday.

Starting as a typewriter assembler, Mr. Beyer, after three years entered the experimental and tool room recommended by William Helmond, chief engineer of the Typewriter Division.

Before World War II began, Mr. Beyer was supervising manufacture of the whole Accounting Machine Division.

"Now" says Mr. Beyer, "the war work here in the plant requires my presence from eight in the morning until eight at night. I don't have much time left over."



Syracuse . . . This very attractive Supply display was arranged by Branch Manager Lavis who reports that it has created considerable interest.

ON THE LINE

Sketch of Bill Coffman, Football Promoter by Caswell Adams, N. Y. Daily Mirror

BILL COFFMAN was in town the other day. Bill Coffman is the guiding genius who every year runs the Shriner's East-West football game in San Franicsco, the proceeds of which go to the various Shriner's hospitals around the country, and which to date has handed over $690.-000 in the 18 years of its existence.

There are fourteen Shriner hospitals in the land, including mammoth ones in San Francisco. Philadelphia. Denver, Chicago. St. Paul and Kansas City. But the real story is Coffman. a genial white-haired guy, who just likes to work and scurry and hurry.

W. M. Coffman

He was born in Virginia and then for seventeen years was on the Bowery here in New York. He worked the penny arcades, sold newspapers, did everything. Then he went to Buffalo where he was in what he terms the "scale racket," and which was never more formally defined. Then he sang "London Burlesque" and then shipped out to Nebraska, where he became a sheepherder. Then to San Francisco, where he worked around the waterfront, and was shanghaied.

Pretty soon he was in Queenstown, Ireland, and bound around the Horn. Sooner or later he was wrecked, and after a spell in a marine hospital, he checked in at San Francisco again and helped the Y.M.C.A. build its building there. Then he worked at the Cliff House, a famous hostelry, and at the Sutro Baths and he sold typewriters. And then he taught swimming and coached stars who swam in the Olympics at Los Angeles in 1932. the first year that the Japanese showed their prowess in the water. He's still in the typewriter business, but hasn't got any to sell.

If this war keeps on long enough, the reader will get a break. Coffman

Veteran Coach Uses Underwood Portable
Andy Kerr, Colgate Football Coach, is shown at his personal writing machine. Coach Kerr has held this position since 1929. He started his football career in 1911 at Johnstown, Pa., High School.

has signed up all the necessary Pullman berths for the young men and Andy Kerr will be able to take a full team westward in December and so will Babe Hollingbery, Western coach. Coffman must know a hotel porter, or, at least, a man who works for the railroad. Otherwise, his players would hang on a hook all the way across the country, which is not a comfortable way to travel. I know.

★

Stork Stuff

IT'S A FACT. Anything can happen in time of War. And sure enough it has. Our most charming and capable Branch Manager in Denver, Max M. Shaver, has stepped into the limelight in a new, and at least different way, as far as he is personally concerned.

It wouldn't be a good idea to break this news abruptly to those who are

Max Shaver passes cigars.

intimately acquainted with Mr. Shaver, so we'll try and give it to you gently. dear reader.

There are many and various kinds of bundles. You know, Bundles for Britain, Bundles for the Salvation Army, Red Cross, etc., but our dearly beloved Mr. Shaver was graced with a Bundle from Heaven on July 14, 1943. The Boss is willing to give part of the credit to Mrs. Shaver, who we are happy to report, is now at home taking good care of Sheila Margaret, who arrived in a sweet lump of seven and one-half pounds.

We offer our heartiest congratulations and well wishes to the Shavers and their little Shaver.

Associate Editor Sellers

★

The stork brought good news to One Park Avenue on October 18th.

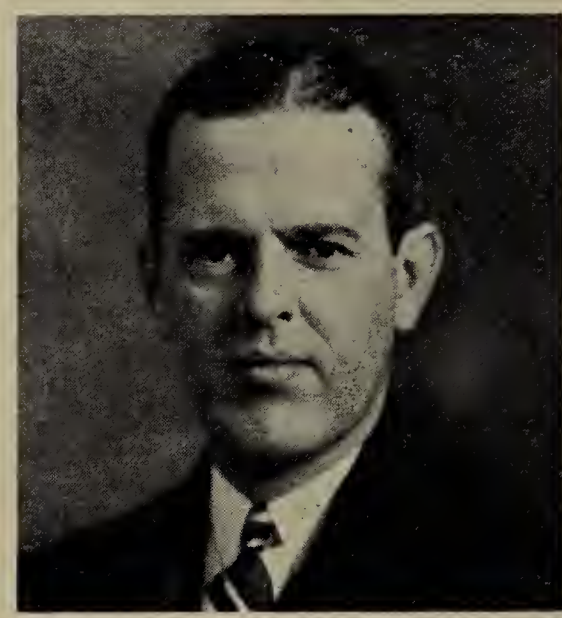
Mrs. Walter J. Wendt presented the Sales Manager of our Supply Division with a daughter. Nancy Wendt weighed in at six and one-half pounds.

★

THE addition to our supply line of a new ribbon designed for typing on tracing cloth and tracing paper was announced recently by W. J. Wendt, Sales Manager, Supply Division. This new product is identified as the Purple Box Blue Print Ribbon, and it is recommended where the best possible quality of work is required on tracing cloth and tracing paper.

F. D. Lehn, Director of International Division, was elected a Director of the Export Managers Club at a recent meeting held in the Hotel Pennsylvania.

Portland, Oregon . . . Charles G. Petersen, Assistant Branch Manager, photographed while on a Hunting trip on the East Slope of the Cascade Mountains. Branch Manager Ehrsam comments that "Pete" brought home his buck just as he always brought home a deal for typewriters. The deer weighed approximately 180 lbs.



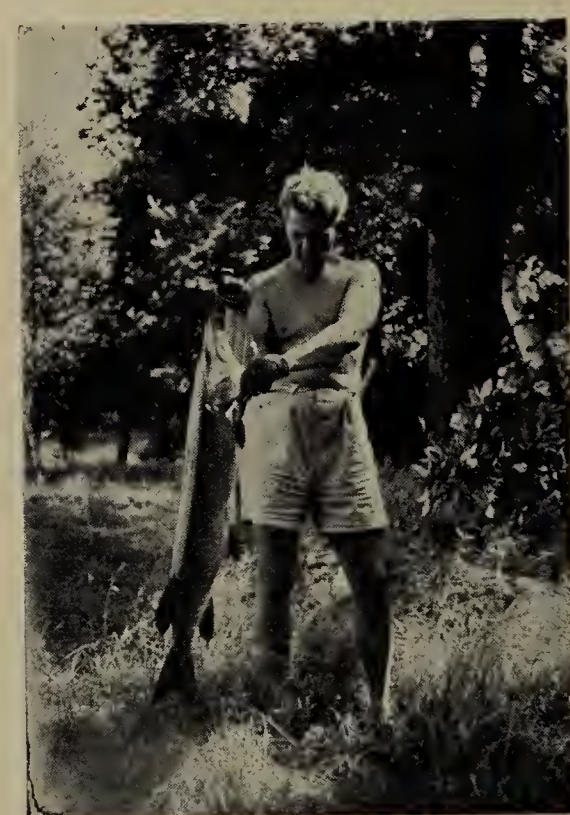
Lee Trenholm, Director of Public Relations for Underwood Elliott Fisher Limited, has been elected president of the Advertising and Sales Club of Toronto, Canada. He succeeds Glen R. Bannerman, President of the Canadian Association of Broadcasters.

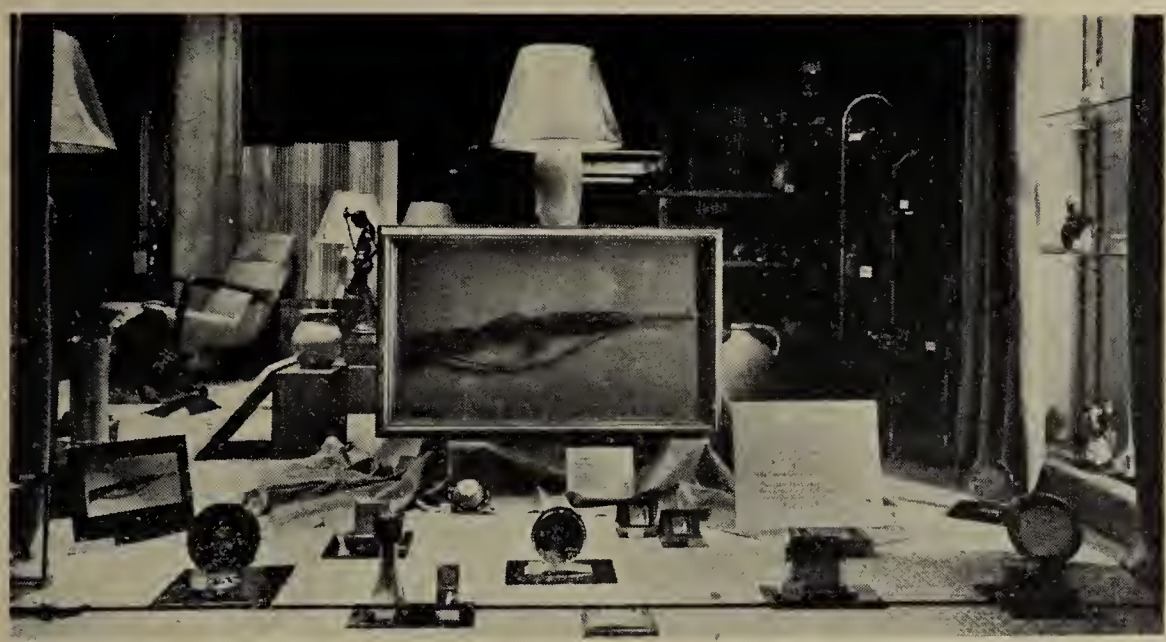
Caught by the Camera

(Christmas Cover photograph by Ewing Galloway)

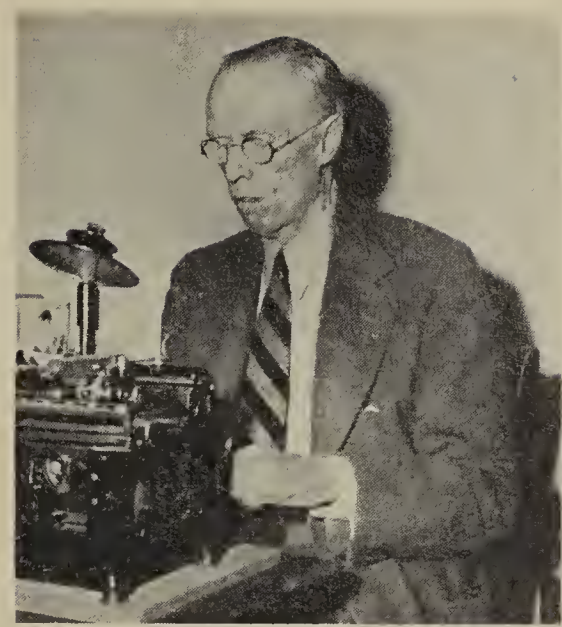
Our thanks to the Port Arthur Chamber of Commerce, Port Arthur, Texas, for this excellent photograph showing a contingent of soldiers training in Radio Communication at Port Arthur College. Note the Underwoods wherever you go!

This 42" muskelunge weighed 25 lbs., and the proud fisherman is Lee Trenholm of our Toronto Organization. Lee caught the prize fish at Belmont Lake, Havelock, Ontario. He used the following tackle: 18 lb. test line, light casting rod, and double spoon for bait.





The original painting of the Carbine by Johan W. deR. Quistgaard was on display in the window of Georg Jensen during the Third War Bond Drive. With the sale of each War Bond, a number was issued to the purchaser. At the close of the War Bond Drive a number was drawn publicly at Jensen's by the Danish Consul General, Georg Bech. The holder of the lucky number was entitled to sit for a portrait in oil by Quistgaard, the eminent Danish-American portrait painter, free of charge.



Sinclair Lewis goes to Hollywood . . . The noted author and Pulitzer and Nobel prize winner has succumbed to the lure of Hollywood and is now living and working in the movie capital. This Wide World photo shows him at work on his first movie script, a Western. They don't give out Nobel prizes for movie scripts but it has been whispered that they pay rather well.

Charlotte . . . Harold Fehr was appointed Branch Manager effective July 1, 1943. Mr. Fehr began his career with the Company when he was employed as a salesman at Philadelphia in August, 1922. He was transferred to Charlotte as Assistant Branch Manager, Accounting and Adding Machine Division, September 1, 1941, and he held that position until his promotion to Branch Manager.

THE Emergency Service performed by the Civilian Defense Organization under the control of E. A. (Ned) Norman, Toledo Branch Manager, merited sincere praise when a very high wind caused some of the dykes in the eastern part of Toledo to give way flooding a large area.

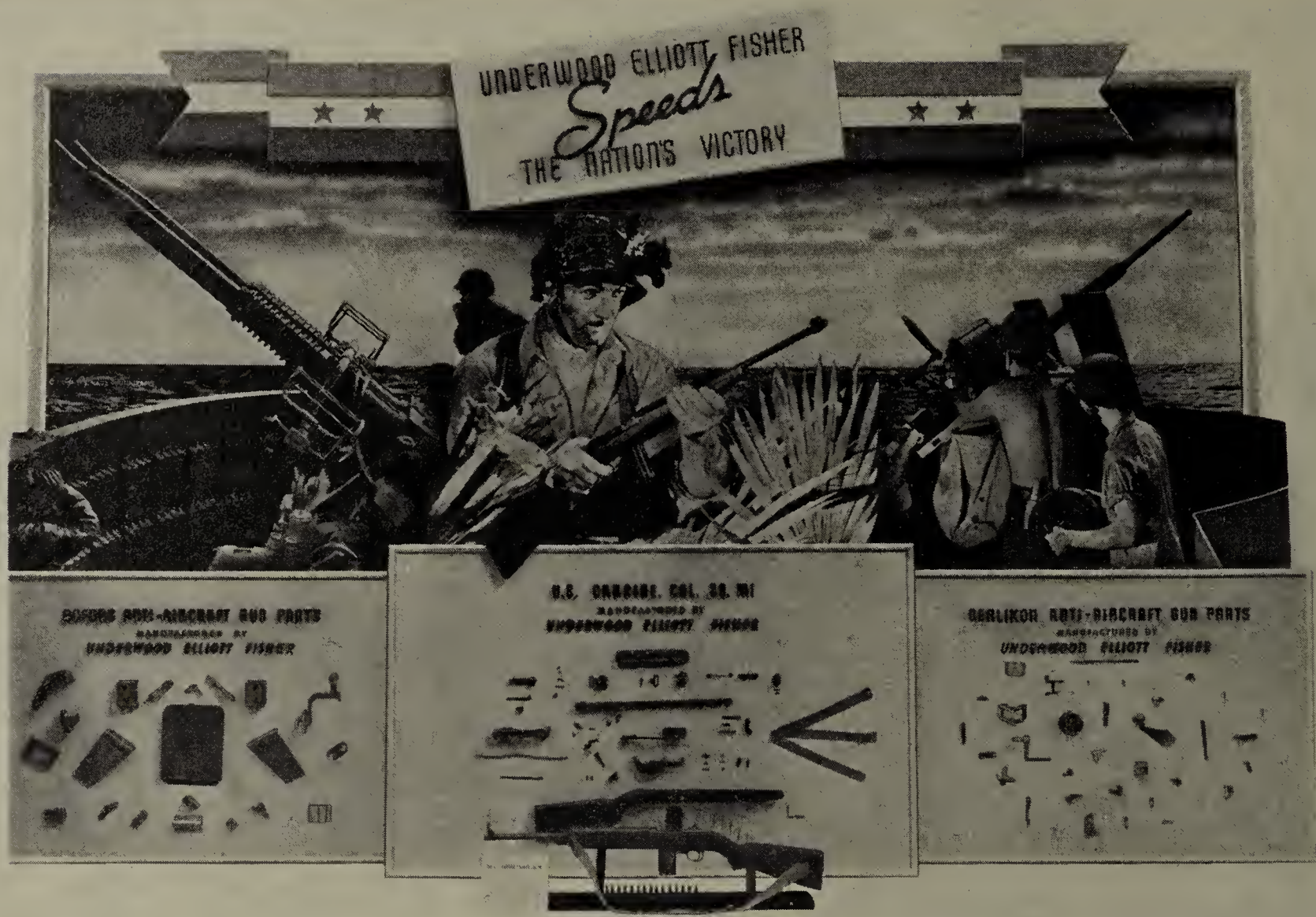
Mr. Norman received an emergency call for help at 9:30 and at 9:45 left for the flood area with over 60 men from the Washington Township force. There they spent the night in water up to their hips, evacuating people, moving furniture, and guarding deserted properties.

Despite several thousand wardens in the city area and other towns surrounding Toledo, the Washington Township force was practically the only one available on such short notice.

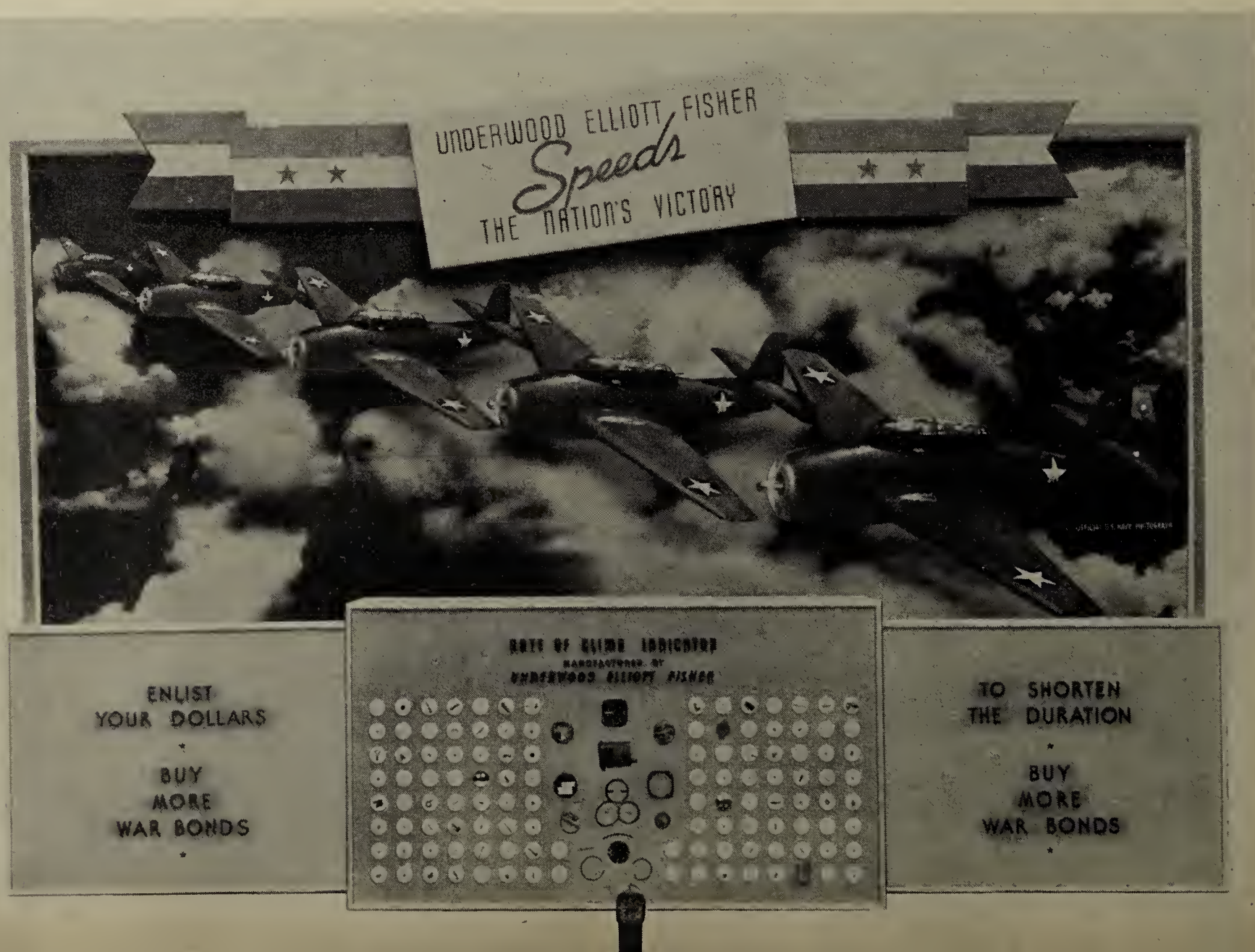
In commenting on the activities of the Air Raid Wardens, L. Martin Courtney, County Coordinator, Toledo National Defense Council, wrote:

> Please accept my personal congratulations to you, and to the men and women of Washington Township who served so willingly and so well in the recent flood emergency. This was our first call to duty and through the efforts of those in the ranks of Civilian Defense, I am proud to say that the job was well done.
>
> The Toledo National Defense Council joins with me in expressing appreciation to you and the Air Raid Wardens of Washington Twp. for their unselfish contribution of time and effort in this crisis. Personally, I am happy to be associated with you in this work. As I look back to the first night of mobilization and see a picture of men and women standing almost waist deep in water, accepting their responsibility and performing services to help others, without complaint or thought of themselves, I cannot help but be grateful to those who participated.
>
> Please convey to the members of your forces my sincere gratitude for their services.

One Park Avenue Bowlers look to your laurels! Here we see the Neidich Bowling Champions. *Front Row*: M. C. Barber, J. W. Rogers. *Second Row*: F. R. Holland, Captain, G. Arenz, H. Gilbert, J. McCormick, L. J. Pierce. *Rear Row*: R. Rodman, G. Broadbent, E. Shannon, and M. C. Ireland



Speeding The Nation's Victory . . . These interesting displays in our One Park Avenue windows serve to remind the general public that we are doing *important* WAR work. Enlarged reproductions of these photographs were sent to Branch Offices for display purposes.



Soldiers of two wars—both tired . . . Tired and dirty after a long march through Italy, Sergeant Norwood Dorman, of Benson, North Carolina, rests at the base of a memorial to Italian soldiers of World War I. Note the imitative pose . . . and the Carbine!
(*U.S. Army Signal Corps Photo from Press Association*)

(Illustration courtesy International Telephone and Telegraph Corporation)

Veteran Underwoods Help Speed the Telephones of War

Aided by Underwood office machines, International Telephone and Telegraph Corporation and its associate companies are helping to *fight* the war.

Day after day, they produce field telephones and radio equipment for our Armed Forces and globe-circling communications services.

Built and bought for the business of peace, I. T. & T's sturdy Underwood Typewriters, Accounting, Payroll, Adding and Figuring Machines are all doing their wartime jobs well. They were built to take it.

Reports I. T. & T.: "Our UEF equipment has proved its exceptional toughness. Every machine has more than met our demands for faster and ever faster war production. Even our older models haven't had to be pampered; service demands have been at a minimum. So, we say, thanks, Underwood, for the help."

Underwood Typewriters

Underwood Sundstrand Adding-Figuring Machines

Underwood Elliott Fisher Accounting Machines

TO OUR MILLIONS OF VALUED CUSTOMERS: *Accounting Machines and Adding Machines* are available under WPB regulations.

Typewriters are available for rental to anyone.

Complete Maintenance Service in 366 cities from coast to coast with up-to-date equipment, methods and factory-school trained service men for all makes of typewriters as well as for Underwood Elliott Fisher Accounting Machines and Adding Machines.

Ribbons, Carbon Rolls and Carbon Paper—Complete lines are available for all makes of machines.

★ *Enlist your dollars...Buy War Bonds...To Shorten the duration*

Underwood Elliott Fisher Company

ONE PARK AVENUE, NEW YORK 16, N. Y.

In War production on U. S. Carbines, Caliber .30 M-1 Airplane Instruments — Gun Parts — Ammunition Components — Fuses — Primers — and Miscellaneous Items.

Printed in U.S.A.